



CITY OF NEWPORT BEACH BALBOA VILLAGE ADVISORY COMMITTEE AGENDA

ExplorOcean
600 East Bay Avenue
Wednesday, May 8, 2013 - 4:00 p.m. to 5:30 p.m.

Committee Members:

Michael Henn, Council Member (Chair)
Tony Petros, Council Member
Gloria Oakes – Balboa Peninsula Point Association
Ralph Rodheim – Balboa Village BID Board Member
Laura Keane – Central Newport Beach Community Association
Tom Pollack – ExplorOcean Representative
Jim Stratton – At-Large Representative

Staff Members:

Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner

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- I. **Call Meeting to Order**
 - II. **Public Comment on Non-Agendized Items** (comments limited to 3 minutes)
 - III. **Approval of Minutes** (Attachment 1)
Recommended Action: Approve April 10, 2013 Minutes
 - IV. **ULI Technical Assistance Panel Work Program** (Attachment 2)
Recommended Action: Finalize Work Program
 - V. **Employee Parking Permit Program – Brian Canepa, Nelson Nygaard** (Attachment 3)
Recommended Action: Review and Approve
 - VI. **Parking Meter Technology Overview – Julie Dixon, Dixon Resources Unlimited**
Recommended Action: No formal action required.
 - VII. **Parking Field Work Results - Brian Canepa, Nelson Nygaard** (Attachment 4)
Recommended Action: No formal action required.
 - VIII. **Public Comment** (Attachment 5 – Written Correspondence)
 - IX. **Adjournment** *Next Meeting Date: Wednesday, June 12, 2013 4:00 p.m. to 5:30 p.m.*

Please refer to the City Website, <http://www.newportbeachca.gov/index.aspx?page=2196>, for additional information regarding the Balboa Village Advisory Committee.

AN AGENDA FOR THIS MEETING HAS BEEN POSTED AT LEAST 72 HOURS IN ADVANCE OF THE MEETING AND THE PUBLIC IS ALLOWED TO COMMENT ON AGENDA ITEMS.

IT IS THE INTENTION OF THE CITY OF NEWPORT BEACH TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT (ADA) IN ALL RESPECTS. IF, AS AN ATTENDEE OR A PARTICIPANT AT THIS MEETING, YOU WILL NEED SPECIAL ASSISTANCE BEYOND WHAT IS NORMALLY PROVIDED, THE CITY OF NEWPORT BEACH WILL ATTEMPT TO ACCOMMODATE YOU IN EVERY REASONABLE MANNER. PLEASE CONTACT LEILANI BROWN, CITY CLERK, AT LEAST 72 HOURS PRIOR TO THE MEETING TO INFORM US OF YOUR PARTICULAR NEEDS AND TO DETERMINE IF ACCOMMODATION IS FEASIBLE (949-644-3005 OR CITYCLERK@NEWPORTBEACHCA.GOV).

Attachment 1

Draft April 10, 2013 Minutes

CITY OF NEWPORT BEACH
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES
Location: ExplorOcean, 600 East Bay Avenue
Wednesday, April 10, 2013 - 4:00 p.m. to 5:30 p.m.

I. Call Meeting to Order

Council Member Henn called the meeting to order at 4:00 p.m.

The following persons were in attendance:

Committee Members:

Michael Henn, Council Member (Chair)
Gloria Oakes – Balboa Peninsula Point HOA
Ralph Rodheim – Balboa Village BID Board Member
Laura Keane – Central Newport Beach Community Association
Tom Pollack – ExplorOcean Representative
Jim Stratton – At-Large Representative
Tony Petros, Council Member – Absent, Excused

Staff Members:

Kimberly Brandt, Community Development Director
Tony Brine, City Traffic Engineer
Fern Nueno, Associate Planner

II. Public Comment on Non-Agendized Items (comments limited to 3 minutes)

Interested parties were invited to address the Committee on Non-Agendized Items.

Jim Mosher reported missing last month's meeting since he attended a Harbor Commission study session held at the same time and commended the availability of the BVAC meeting recording.

There being no others wishing to address the Commission, Chair Henn closed the Public Comments portion of the meeting.

III. Approval of Minutes (Attachment 1)

Recommended Action: Approve March 13, 2013 Minutes

Interested parties were invited to address the Committee on this matter. There was no response and Chair Henn closed public comments.

Committee Member Rodheim moved to approve the minutes of the March 13, 2013 meeting as submitted, and Committee Member Stratton seconded the motion; and the motion carried unanimously.

IV. Balboa Village Maintenance Schedule (Attachment 2)

Recommended Action: Finalize and Approve Maintenance Action Plan & Schedule

Associate Planner Fern Nueno referenced the revised maintenance schedule including the action items previously approved by the Committee noting that they all can be accomplished within the current budget except for replacing the twelve plastic receptacles with designer concrete receptacles which will be completed during the next fiscal year and items to be addressed within the future landscape plan.

Discussion followed regarding existing palm trees on Main Street that could be potential safety hazards. It was suggested that the City needs to mitigate the matter promptly, before there is an injury.

Interested parties were invited to address the Committee on this matter.

Ensuing discussion pertained to the costs of the designer concrete receptacles and the possibility of local businesses sponsoring them.

Committee Member Stratton moved to finalize and approve the Maintenance Action Plan and Schedule, and Committee Member Pollack seconded the motion; and the motion carried unanimously.

V. ULI Technical Assistance Panel - Tentative Date: September 11, 2013 (Attachment 3)

Recommended Action: Informational Item. No action required.

Community Development Director Brandt presented a brief background regarding the item and details including the tentative date for the program. She added that it is an all-day event and that staff has been developing a scope which should be ready for review by the Subcommittee in May. Ms. Brandt reported that the event will take place at ExplorOcean.

Chair Henn reported that there is a tentative commitment to fund the event and that a firm commitment will be generated once the scope has been agreed upon.

It was noted that Russ Fluter has expressed an interest in attending the event.

Chair Henn noted that this event will generate ideas that will stimulate agreed-upon answers.

Ms. Brandt added that it will build upon much of the work that has already been done. She addressed efforts made to date.

It was suggested that staff inform all previous CAP members of the event.

Interested parties were invited to address the Committee on this matter.

Jim Mosher wondered regarding the purpose of the effort and how it fits in with the existing Balboa Village Design Guidelines.

Chair Henn reported that it could stimulate the substantial revisions of the Design Guidelines.

Mr. Mosher stated that the substantial investment made should be kept in mind.

There being no others wishing to address the Committee, Chair Henn closed public comments.

VI. Parking Field Work Update

Recommended Action: Informational Item. No action required.

Associate Planner Fern Nueno reported that the Parking Field Survey began last month and addressed details of the actions taken. She added that all of the data is yet to be received but that staff continues to receive responses. She reported that more in-depth discussion will occur in May when more results have been received and analyzed. She addressed an inventory of off-street residential parking.

Discussion followed regarding the company hired to perform field survey work and having the ability to validate the information. Staff was encouraged to communicate with the Parking Subcommittee about what is being done.

Interested parties were invited to address the Committee on this matter.

Dan Wesley requested a copy of the survey.

Ms. Nueno reported how the survey was given.

It was noted that the purpose of the latest survey was to evaluate the parking load at a particular time and date in a particular area as well as an attempt to evaluate the type of parker or user.

Discussion followed regarding future dates for the survey, availability of the data regarding the number of garages, and the intent of the survey to identify capacity.

VII. Subcommittee Updates

i. Commercial Façade Subcommittee

Committee Member Rodheim reported on the last meeting of the Subcommittee and addressed next steps. Subcommittee Members are looking into the practices of other cities with similar programs. The Subcommittee will continue to research the matter and staff will share information with the Subcommittee. It was noted that more information should be generated with the ULI Technical Assistance Panel.

Discussion followed regarding funding options, making sure that no new developments take place until Architectural Guidelines are in place. It was noted that the existing design guidelines are still applied to certain development projects.

ii. Parking Program Subcommittee

Committee Member Stratton reported that the Subcommittee met and discussed an employee permit parking program which will be presented to the Committee at its next meeting. He reported the intent to develop an overall, comprehensive plan that encompasses Balboa Village residents and employees.

Interested parties were invited to address the Committee on this matter.

Discussion followed regarding the parking surveys and consideration of both residential and commercial parking programs in a comprehensive fashion with evaluation of individual components.

There being no others wishing to address the Committee, Chair Henn closed public comments for this item.

VIII. Public Comment

Committee Member Rodheim reported that light poles were discussed during the last meeting and stated that one of the action plans is to make a Christmas splash in the Village during the holiday season and electrifying some of the light poles. He reported that the Balboa Village Business Improvement District (BID) surveyed the light poles and chose those that would be appropriate. He will forward the information to staff and Chair Henn. He addressed items in the Master Plan, specifically, developing a special events initiative for Balboa Village. He reported that the BID and the City have met to consider two special events and other on-going events. Regarding the latter, he commended Janis Dinwiddie for her efforts and referenced an article in the *Newport Independent* where there is a picture of the Balboa horse-drawn wagon. He reported that it has been a successful activity. He reported that Balboa Village is hosting the Newport-Ensenada Yacht Race and addressed all of the events that will be taking place in the Village on April 21, 2013. He invited the public to attend, encouraged distribution of posters and commented on specific related activities. He thanked the City for its efforts in facilitating the event as well as representatives from ExplorOcean. He addressed branding and marketing efforts as well. Additionally, he

addressed a proposal to install an ice-skating rink in the old Balboa Market parking lot throughout the holiday season and noted that it is in the conceptual stage. Along with that, consideration is being given to have a petting zoo with reindeer, Santa Claus, arts and crafts and music. He reported sharing the concepts with the Peninsula Point Association to ensure that residents are in agreement.

Chair Henn commented positively on the efforts and plans of the BID.

Committee Member Rodheim announced the upcoming Fun Zone Friday and invited the public to attend.

Interested parties were invited to address the Committee at this time.

Janis Dinwiddie commented positively on the horse-drawn carriage.

It was reported that a new bull-shark ride will be implemented soon on the Boardwalk. Brief discussion followed regarding promoting the ride through local schools.

IX. Adjournment

There being no further business to come before the Committee, Chair Henn adjourned the meeting at 4:48 p.m.

Next Meeting Date: Wednesday, May 8, 2013, 4:00 p.m.to 5:30 p.m.

The agenda for the BVAC meeting was posted on April 4, 2013, at 6:49 p.m., on the City Hall Bulletin Board located in the entrance of the Council Chambers at 100 Civic Center Drive.

Attachment 2

ULI Technical Assistance Panel Work Program

Balboa Village Advisory Committee
Urban Land Institute Technical Assistance Panel
Draft Scope for Balboa Village
Date: September 11, 2013

Achieving the Balboa Village Vision in the Public Realm





The Newport Beach City Council identified several priority objectives to be addressed as part of its budget planning process for Fiscal Year 2011-12. To accomplish these key objectives in a timely fashion, the City Council appointed three of its members to serve on the Neighborhood Revitalization Committee (NRC) to study and develop recommendations for the City Council on various improvement projects in five areas, including Balboa Village. The type and level of study and improvements in each of the areas varied widely, ranging from a landscape median design to a more comprehensive land use and parking study for Balboa Village.

The City Council appointed a five-member Citizen Advisory Panel (CAP) in June 2011 to set a new vision and implementation strategy for the revitalization of Balboa Village. The members of the CAP were all residents of Newport Beach, and the City Council representative to the CAP was Council Member Mike Henn. The CAP, along with City staff and consultants, met monthly for almost a year, and the end result was a Master Plan to revitalize Balboa Village. The CAP was clear in its intention to recommend implementation strategies that were feasible and could be realized within a reasonable time frame.

The Master Plan includes the Brand Vision and Brand Promise, market conditions, and recommended revitalization strategies regarding economic development, planning/zoning, parking, and public infrastructure/streetscape. The recommendations include developing and implementing a commercial façade improvement program, developing and implementing a targeted tenant attraction program, eliminating/modifying parking requirements, encouraging mixed-use development, establishing Balboa Village as a shared parking district, improving bicycle and pedestrian facilities, and updating the streetscape and public signage plan.

The City Council approved the Master Plan in September 2012. The Balboa Village Advisory Committee (BVAC) was created to oversee the timely implementation of the Master Plan. Two City Council Members and five Balboa Village representatives serve on the BVAC. The BVAC has begun to implement some of the strategies and are working towards some of the more extensive strategies, such as updating the streetscape plan. The TAP will provide important insight for several of the strategies specific to the public realm, including the streetscape plan, wayfinding signage, the commercial façade improvement program, and the targeted tenant attraction program.

Below are the Brand Vision, Brand Promise, and vicinity map, which along with the Master Plan (attached) provide some history and objectives for the Balboa Village area.

Brand Vision Statement – 2020:

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach, and is an inviting, family-friendly entertainment, shopping and dining district. Recognized as Newport Beach's original town site, the revitalized neighborhood is anchored by a complementary mix of large and small scale attractions, including the dynamic new ExplorOcean interactive center, the restored Balboa Performing Arts Theater and event center, and the renovated iconic Pavilion. The expanded Fun Zone is a quaint and engaging environment that offers an array of harbor and beachfront activities for many age groups, and is a celebration of the classic Southern California beach life that is contemporary in personality yet steeped in tradition.

Brand Promise Statement – 2012:

Balboa Village Fun Zone is a unique piece of the heart and soul of Newport Beach. It embraces the role of a classic Southern California beachside neighborhood that honors its entertainment heritage and provides a variety of active and passive harbor and beach activities, dining, and casual shopping. It is here that you can find an environment that offers a nostalgic and relaxed celebration of good times and family memories.

Vicinity Map



What questions should the ULI TAP address?

1. **You have Arrived at Balboa Village!** What are the existing Balboa Village Public Realm Corridors, Entry Areas, and Focal Points for vehicles, boats, bicyclists, and pedestrians?
 - a. How does each one rank in terms of overall importance?
 - b. How does each one rate in delivering its intended purpose of identifying Balboa Village?
 - c. Specifically, are there improvements that need to be made to these key areas?
2. **Balboa Village's Streets, Boardwalks, and Sidewalks are Fresh and Inviting!** How should the current street, boardwalk, and sidewalk improvements be updated and enhanced to create a stronger identity and connectivity in the Public Realm corridors, entry areas, and focal points?
 - a. Should other Public Realm design elements and/or connections be considered to create identity, connectivity, and cohesiveness along the Village's corridors, entries, and focal points?
 - b. With the future concept of "Park Once" in Balboa Village, how can pedestrian connections between parking areas and commercial businesses and other attractions be enhanced and strengthened?
 - c. Which improvements in the public rights-of-way should be given priority, if funding is not available for all the improvements at one time?
 - d. Specifically, what improvements in the public rights-of-way will give Balboa Village the "most bang for buck" in the immediate future?

3. **Balboa Village's Character is Distinctive and Memorable!** Should there be one or two defined architectural theme(s)/style(s) for Balboa Village?
- a. What types of improvements should be made to business façades on private property, in the absence of significant remodels and/or reconstruction projects?
 - b. How should the “blocks” be prioritized for the future City-sponsored façade incentive program and/or targeted tenant attraction program?
 - c. Should and/or how should the Balboa Village Design Guidelines be updated?
4. **Balboa Village is FUN!** What areas within the Public Realm are well-suited for special events and activities?
- a. What type of events and activities are appropriate for Balboa Village that attract residents and visitors to the area on a year-round basis?
 - b. How can that best be accomplished?



Looking south towards Balboa Pier.

Attachment 3

Employee Parking Permit Program

MEMORANDUM

To: Brenda Wisneski

From: Brian Canepa

Date: April 4, 2013

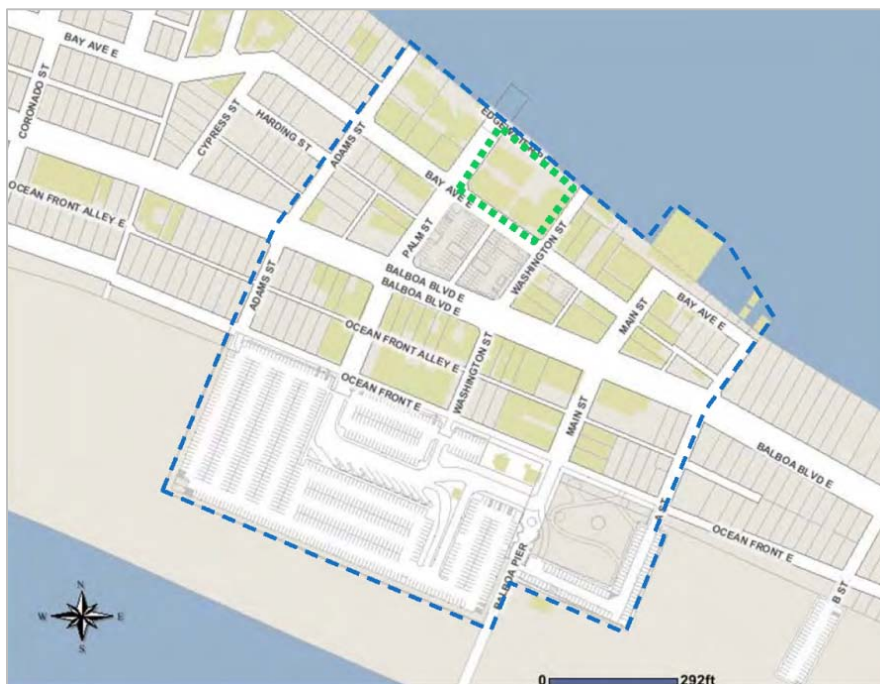
Subject: Draft Balboa Village Employee Permit Parking Program Implementation

INTRODUCTION

Balboa Village

Balboa Village in the City of Newport Beach is one of the region's most popular areas for residents and visitors alike. Located on a narrow peninsula, Balboa Village is flanked by Newport Bay and the Pacific Ocean. Shown in Figure 1, Balboa Village provides access to coastal areas and recreational opportunities, while also offering direct ferry connections to Balboa Island and Catalina Island. In addition, Balboa Village is home to a unique blend of residential neighborhoods and local commercial districts. Given its strong local community and regional status, one of the most challenging issues facing Balboa Village is how to effectively manage its parking supply and mitigate the impacts of parking demand, especially during peak periods.

Figure 1 Balboa Village Center



Source: Balboa Village Master Plan, 2012

Balboa Village Parking Master Plan

In 2011, the City of Newport Beach hired Nelson\Nygaard Consulting Associates to create a comprehensive parking plan for Balboa Village. The resulting Balboa Village Parking Management Plan (BVPMP) documents existing parking inventory and utilization to establish seasonal and daily parking trends in the area.¹

As an attractive beachside destination, especially in the summer months, Balboa Village experiences significant seasonal fluctuation in parking demand. Consequently, on summer weekends parking supply is oversubscribed. For example, at midday Saturday, parking occupancy for on- and off-street facilities is 96% and 97%, respectively. During the week, however, combined parking occupancy never rises above 67%, even during the summer. On weekdays, approximately half of all off-street spaces are unoccupied for much of the day, while popular on-street spaces are well utilized (78-95% occupied). Based on these weekday parking utilization rates, at any given time 540 off-street spaces, or more, are available in Balboa Village. Figure 2 displays summertime parking occupancy data.

Figure 2 Summer Utilization Rates, by Day and Facility Type

	10 AM	1 PM	7 PM
Thursday			
On-Street	78%	89%	95%
Off-Street	47%	62%	51%
All	52%	67%	58%
Saturday			
On-Street	90%	96%	97%
Off-Street	86%	97%	82%
All	86%	96%	84%

Source: Balboa Village Parking Master Plan, 2012

The BVPMP revealed parking constraints on summer weekends, but significant on- and off-street parking availability during the week, even during the summer months. During summer weekends, on-street and off-street utilization peaks at rates higher than industry-standard target rates, indicating that some employees may be searching or “cruising” for parking, particularly for free spaces in residential neighborhoods surrounding Balboa Village. This can create frustration not only for residents, but may also dissuade some visitors from frequenting Balboa Village. Managing parking, particularly on summer weekends, is critical to creating an attractive and enjoyable area, promoting local economic activity, and maintaining access to coastal resources.

Based on these findings, the BVPMP proposed a coordinated set of recommendations designed to improve parking within Balboa Village, while accounting for the area’s unique regulatory framework as a coastal jurisdiction. One of the key recommendations of the BVPMP was the establishment of an Employee Parking Permit (EPP) Program. It is important to emphasize that the EPP is part of a comprehensive parking management program, in which each management

¹ The BVPMP was based on parking data supplied by the 2009 Balboa Village Parking Policy Plan developed by Walker Parking Consultants.

strategy mutually supports the other. In other words, an EPP will not solve all of the parking challenges in Balboa Village on its own. For example, if there is free and unrestricted parking in the residential areas of Balboa Village, there is little incentive for an employee to participate in a permit program.

Building on the BVPMP, the purpose of this memorandum is to further elaborate the goals and parameters of the EPP Program and identify strategies to implement it, particularly given the seasonal and daily fluctuations in parking demand in Balboa Village.

Employee Parking Permit Overview

An EPP Program operates by designating priority parking within a geographic area for employers or employees, often at a discounted price. Designated parking areas for employees can be located at on-street curb spaces or in off-street facilities, with permit holders eligible to park in those spaces during a specific time period exempt from posted regulations. Ownership of a permit, however, does not guarantee the availability of a parking space. For this reason it is important not to sell permits far in excess of parking supply. Many conventional EPP programs do not prohibit non-employee parking, but allow the general public to park within the area, subject to posted parking restrictions. Figure 3 provides an example of parking permit signs.

Figure 3 Permit Parking Signs in Culver City (left) and Washington, D.C. (right)



Image source: Culver City, culvercity.org (left) and Ramon Estrada, <http://ramonestradaanc2b09.blogspot.com>, (right)

The ultimate intent of the program is to make parking more convenient and accessible for all users—residents, visitors, and commuters—by providing a designated and concentrated parking area for employees. EPP programs offer a convenient parking option, thereby reducing the need for an employee to “hunt” for a parking space, move their vehicle to avoid parking restrictions, or occupy “prime” on-street spaces intended for customers. A consistent parking option for employees also makes it easier for employers to attract and retain employees. By managing employee parking, EPP programs can ensure that high demand commercial and beachfront parking areas, like those in Balboa Village, are not overwhelmed by commuters.

Employee Parking Permit Program Implementation

City of Newport Beach

Strong employer support is a crucial component to any successful EPP program. Employers are needed to inform their employees about the program, facilitate participation, and ensure that the program guidelines are adhered to. Employers must also work with administrative staff to provide feedback and modify the program as needed. Moving forward, it is imperative that City staff build employer support by gathering their input and design the program to be user-friendly and supportive of local business needs.

EPP PEER REVIEW

Employee parking permit programs similar to the one proposed in Balboa Village have been implemented in numerous cities across the country, including in several California cities within the jurisdiction of the California Coastal Commission. Most of these cities offer permits that do not guarantee employees a parking space or provide exclusive access to spaces, but instead allow employees or employers to pay a monthly, quarterly, or annual fee that exempts employees from short-term parking time limits or hourly parking rates in spaces that are open to the general public. Maintaining coastal access for the public has been a key component in the design of each of the cities profiled in this section. Figure 4 provides a summary of eight employee parking permit programs.

Figure 4 Employee Parking Permit Programs in Other Cities

City	On-Street or Off-Street	Cost
Capitola, CA	Off-street lot	\$50 per year
Laguna Beach, CA	Both	\$300 per year
Santa Cruz, CA	Both	\$60 per quarter for on-street permit; \$31 to \$93 per quarter for off-street, depending on garage or lot.
Santa Monica, CA	Off-Street	\$155 per year
West Hollywood, CA	On-street	\$105 or \$120 per quarter, depending on zone
Mill Valley, CA	On-street	\$60 per year
Danville, CA	Both	\$25 or \$50 per year, depending on zone
Eugene, OR	Off-street garages and lots	\$20-57 per month, depending on location; 50% discount for rideshare and free for carpools

The following section includes more detailed profiles of four California cities that implemented employee parking permit programs. Three of these programs were implemented in areas that are within the jurisdiction of the California Coastal Commission, and therefore provide potential models for a similar program in Balboa Village. Each program allows employees to park for longer than other vehicles and for an annual fee, but none provide exclusive access or guaranteed parking spaces.

Laguna Beach, California

Laguna Beach is located along the California coastline, about 10 miles south of Newport Beach. Downtown Laguna Beach faces similar parking challenges to Balboa Village, with residents, visitors and employees competing for a limited number of parking spaces near the Main Beach Park.

In 1989, the City adopted a Downtown Specific Plan to address a range of planning issues, including recommendations for transportation, land use, and urban design. As part of the plan, the City created a permit program that allows residents and employees of the Downtown Specific Plan area to park at certain metered on-street spaces and paid off-street spaces for longer periods of time without paying the posted rates.

Employee Parking Permit Program Implementation

City of Newport Beach

Employee permits cost \$300 per year, and can be used at spaces in four locations, including at some on-street meters located on Cliff Drive (Figure 5), starting about 500 feet from the beach. Each of the four locations where the permits can be used has about 75-130 spaces. All of the spaces are metered and open to the public, but employees and residents with a permit can park for longer than the posted time limits. Employers apply for permits on behalf of their employees, and there is no limit on the number of permits a business can purchase. Permits must be displayed on the lower left bumper of the vehicle or the outside lower left corner of the rear window, and are checked manually by the police department.

Laguna Beach's Downtown Business Employee Parking Permit program helps to ensure that demand for employee parking is accommodated, while maintaining parking access to beach visitors in the parking spaces closest to the beach.

Figure 5 On-Street Parking Spaces Within an Employee Permit Parking Zone in Laguna Beach



Source: Google Streetview

Santa Monica, California

Santa Monica, in western Los Angeles County, has two employee parking permit programs similar to the other cities profiled. Employees of businesses located on Main Street, and employees of businesses that are tenants of the City of Santa Monica along the beach and Santa Monica pier, are eligible for permits that allow them to park at beachfront lots for longer than the posted time limits, for a flat annual fee of \$155. Both programs are within the California Coastal Commission jurisdiction zone.

Employees apply directly to the City for permits and must provide proof of employment. There is no limit on the number of permits an individual business' employees may receive, and permits are issued on a first come, first serve basis. However, the City imposes an overall cap on permits issued each year to maintain parking availability.

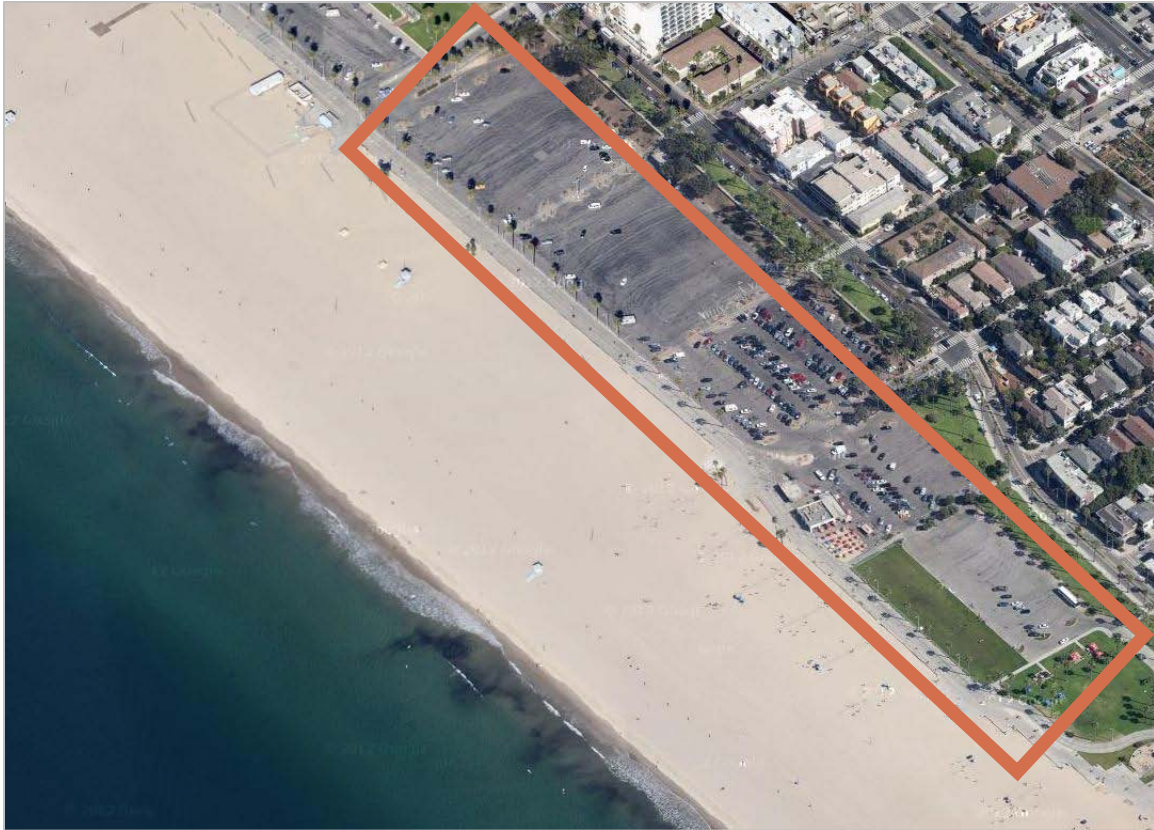
Main Street employees may park in two large lots immediately fronting the beach (one of which, Lot 4S, is shown in Figure 6), though they are prohibited from parking in the short-term, two-hour parking zones of the lots. The Main Street EPP program was started in October 2012, and so

Employee Parking Permit Program Implementation

City of Newport Beach

far only 10 permits have been issued. One challenge for the program is that parking meters on Main Street and nearby are not enforced past 6 PM, and many employees who arrive in the afternoon or evening find it cheaper and easier to feed the meter for part of their shift, and leave their vehicle at a metered space for the remainder of the evening once enforcement stops. This may be reducing the effectiveness of the program to keep on-street spaces available for customers.

Figure 6 Parking Lot 4S in Santa Monica



Source: Google Maps

The permit program for employees of businesses that are tenants of the City, called the Day Lot Parking Permit program, has been in place much longer. Unlike the Main Street program, the Day Lot program is heavily utilized, especially during peak summer months, and the City frequently sells out of the 400-500 permits it offers each month. For most of the year, the municipal pier lot spaces allotted for employees parking have adequate capacity to meet employee and visitor parking demand, though parking shortages occur during the peak visitor season, including summer weekends and holidays.

In both EPP programs, permits are displayed on the left rear bumper or hung from the rearview mirror, and are enforced by manual inspection.

An important factor in the Santa Monica program is that, in addition to the employee program, all California residents may purchase parking permits that allow unlimited daytime use of the City's beach lots and evening use of the City-owned pier lot. Newport Beach has a similar program in place, which may be an important factor in ensuring that the general public has similar beach access opportunities to employees, whether in its present form or in a revised form that is tailored to the City's parking management goals.

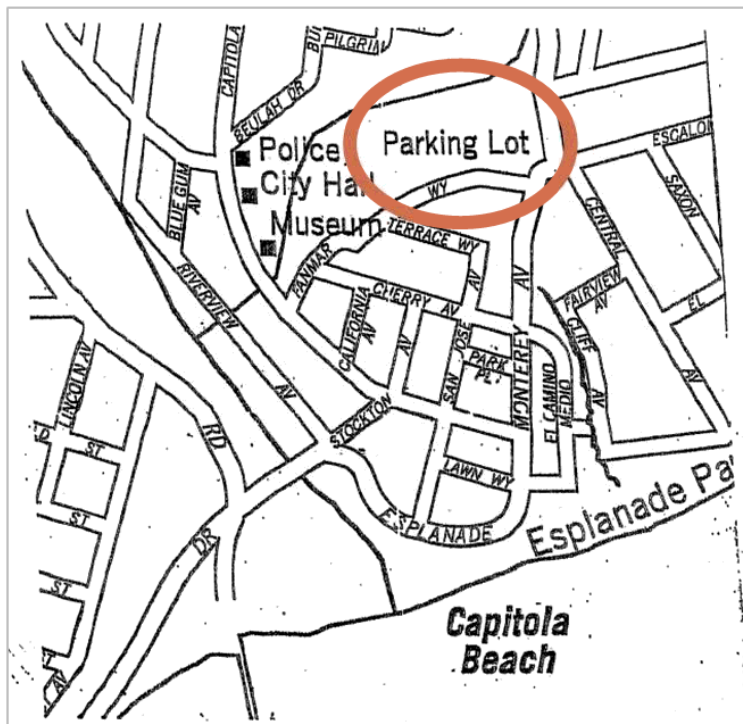
Capitola, California

Capitola is a coastal town about 70 miles south of San Francisco and 35 miles north of Monterey. Facing parking shortages in the dense village area near Capitola Beach, the City adopted the Capitola Village Parking Master Plan in 2001, which included several important recommendations for improving parking management downtown.

One of the plan's recommendations was to create an EPP program, allowing Capitola Village employees to pay an annual fee to park all day in the metered spaces in the Pacific Cove parking lot, about 1/4 mile from the beach (Figure 7). Eligible village businesses can apply for at least two employee parking permits, but not for more than 35% of their employees. Permits cost \$50 per year and must be displayed in the vehicle.

The EPP Program complements the City's existing residential parking program, which is only in effect during summer weekends and holidays, when peak parking demand occurs. A shuttle is provided when the residential parking permit program is in effect that transports visitors from a free remote parking lot to the Capitola Village area, ensuring visitor access to the beach at all times. Taken together, these programs have sufficiently protected public access to the coastline while also addressing employee parking demand.

Figure 7 Capitola Village Master Plan Area



Source: City of Capitola

Santa Cruz, California

Santa Cruz is located immediately to the west of Capitola, and has adopted similar policies to manage employee, visitor, and resident parking demand in its downtown area. The City's Downtown Parking District permit program allows residents and employees of the downtown to

Employee Parking Permit Program Implementation

City of Newport Beach

park at certain parking meters downtown for a \$60 quarterly fee, or at one of several parking garages for fees varying from \$31 to \$93 per quarter, depending on the garage. On-street permits for employees are issued for specific block faces. Permits must be hung from the rearview mirror of the vehicle. In contrast to Capitola, which issues permits via employers, Santa Cruz allows employees to apply for permits directly and does not limit the number of permits issued per business. A map of parking facilities in downtown Santa Cruz is shown in Figure 8.

Like the other cities profiled, employees do not have exclusive access to spaces in these locations. Santa Cruz also operates an extensive public transportation system, providing a viable alternative to driving for many visitors to the beach. To ensure that employee parking does not lead to parking shortages for visitors, commuter parking permits are only issued for blocks that have lower than 60% peak occupancy, and employers must petition to have blocks added to the program. Regardless of occupancy, no more than two commuter permits are issued per block. Consequently, no permits have been issued on blocks near the coastline, where occupancy is very high, and the program is not widely utilized in general.

Santa Cruz's employee parking program is not within California Coastal Commission jurisdiction as it does not overlap with the coastal zone, though parts of the city's residential parking permit program have been approved by the Commission. Nonetheless, Santa Cruz's approach to monitoring on-street occupancy where employee permits have been issued serves as a useful example to Newport Beach because it seeks to balance the demands of different user groups.

Figure 8 Downtown Santa Cruz Parking Map



BALBOA VILLAGE EPP

Goals and Principles

In Newport Beach, the primary rationale for parking management is to make parking more convenient and accessible for residents, visitors, and employees. Parking management enables more efficient utilization of the existing parking supply, particularly on summer weekends when the supply in Balboa Village is oversubscribed. As demonstrated in the case studies, EPP programs complement these larger goals by accommodating employee parking demand, without compromising public access to the coastline or the access needs of other visitors and residents.

The goals of the Balboa Village EPP Program include:

1. Manage parking supplies with a focus on making the most efficient use of all public and private parking facilities before increasing supply.
2. Provide convenient, predictable, appropriately located, and easily accessible employee parking.
3. Address seasonal fluctuation in parking demand to provide adequate parking for employees, without impeding visitor and residential access.
4. Protect and maintain public access to the coastline.
5. Balance the management of parking to better serve local businesses, employees, and residents with the need to maintain public access as part of the Coastal Zone.
6. Embrace new parking technologies to maximize customer satisfaction, as well as foster enhanced parking data management, analysis, and monitoring.
7. Coordinate parking recommendations for employees with parking charge mechanisms, including vehicle license plate recognition, in other City-owned on-street and off-street parking facilities.

Based on our review of best practices, lessons learned from coastal communities with existing EPP programs, and stakeholder and City staff input, the Balboa Village EPP Program should adhere to the following key principles in order to successfully meet the goals articulated above. These principles include:

1. Be clear that the EPP Program is the best parking management option available to meet the aforementioned goals.
2. Do not issue more permits than can be accommodated in available spaces, given the various arrival and departure times of employees.
3. Prioritize parking for employees in designated areas, including offering discounted parking passes.
4. Do not waste excess parking supply: designated employee parking areas are non-exclusive.
5. Incorporate clear signage and user-friendly technology options so the program is easy to understand for motorists and simple to enforce for staff.
6. Designate employee parking areas that are price-competitive with (or more attractive than) customer spaces to help ease user conflicts at prime “front-door” spaces.
7. Use permit revenues to cover expenses and any surplus revenues to fund improvements to the Balboa Village parking program.

Implementing the EPP program in adherence with these goals and principles encourages the efficient use of existing parking facilities and improves parking conditions for employees, without adversely impacting visitor or resident access.

Proposed Program Guidelines

Program Boundaries

The first step in implementing an EPP Program is to establish its boundaries and parameters. To address the significant difference between parking availability during the off-peak season, when hundreds of spaces are regularly available, and summer weekends, when few spaces are available, this memorandum identifies a two-pronged approach to designating employee parking: off-peak period and peak period program boundaries.

Off-peak period

During the off-peak period (Labor Day to Memorial Day), Balboa Village has more than enough parking supply to meet current and anticipated future demand. Even during the summer months, total weekday parking utilization rates do not exceed 67%, meaning that at any given time, 540 spaces or more are available in Balboa Village.²

During the off-peak period, designated employee parking spaces should be made available in the Balboa Pier Lot, as recommended in the BVPMP. Given the potential to incorporate License Plate Recognition (LPR) technology to enforce the program (see Enforcement section below for more detail), employees would be eligible to park in any Pier Lot space. Located in the commercial core of Balboa Village, the Pier Lot provides consistent, convenient, and easily-accessible parking for employees. Employee parking in the Pier Lot supports the ability of employees to easily get to work, while at the same time encourages parking turnover at these popular spaces and preserves popular on-street parking for customer and visitor access.

Peak period

During the peak period³, the Pier Lot (as well as much of the Balboa Village area) is heavily utilized by beachgoers and other visitors. Designating priority parking for employees in the Pier Lot may discourage visitors, hinder coastal access, and reduce City meter revenues. Therefore, from Memorial Day weekend to Labor Day weekend, designated employee parking should be accommodated not in the Pier Lot, but in available on-street parking on the periphery of Balboa Village.

It is recommended that on-street spaces in the median of Balboa Boulevard, outside of the commercial core of Balboa Village, be prioritized for employee parking. The segment of Balboa Boulevard from Medina Way to 8th Street has curbside parallel parking on both the perimeter of the street and in the median. Designating the median spaces on this underutilized stretch for employee parking permit spaces could operationalize 104 spaces for employees⁴, without frustrating customer, visitor, or residential access to the area. These median spaces are within a

² Parking occupancy and turnover data for the off-peak season will be available in Spring 2013.

³ Defined for this study as Memorial Day weekend to Labor Day weekend.

⁴ While an inventory of existing employee parking demand is not yet available, the BVPMP assumed approximately 100 employees may park in the Balboa Village area at any given time.

Employee Parking Permit Program Implementation

City of Newport Beach

five to ten minute walk of the Balboa Village center and convenient for employees, yet not “prime,” front-door spaces. While summer occupancy data is not yet available, observations indicate that Balboa Boulevard median spaces are currently underutilized, even during the peak days, and are thus represent very good candidates for an EPP zone. Shifting employee parking away from the Village center would relieve some of the parking demand off of existing parking facilities in Balboa Village on summer weekends and facilitate coastline access.

Eligibility

All employees and employers of Balboa Village should be eligible for one EPP per employee. As in Laguna Beach, it is recommended that employers apply for permits on behalf of their employees. As part of the application, employers would supply proof of employment, along with a copy of photo identification and vehicle registration information for each employee (information employers may already collect).

Outreach and Education

Prior to full implementation of the program, it is recommended that the City conduct outreach and education activities to residents, local businesses, employers, and employees to inform them of the program goals, guidelines, and how to participate. Employer and employee support is key to the success of the program.

Outreach activities could include community meetings, press releases, flyers and/or brochures (multilingual), and program information posted online. Ongoing outreach post-implementation should also be utilized to solicit program feedback and troubleshoot any issues that arise.

Number of Permits Issued

A maximum of one permit per employee should be issued. The ongoing data collection efforts for this study will be utilized to collect and analyze parking turnover and utilization data to identify current employee parking demand. In the meantime, for the purposes of this memo, it is estimated that approximately 100 EPPs will be issued.

Given that employees arrive and depart at various times, however, issuing more permits than spaces will ensure efficient use of parking supply. As a general principle for the program, however, the number of permits sold should be restricted to a certain degree to ensure that demand for spaces does not overwhelm supply. The exact number of permits to be issued each year, and their pricing, will likely need to be adjusted based on observed parking behavior and demand.

Pricing

The price of permits should be set to align with the cost of permits in peer cities, where annual permit prices are \$50 (Capitola), \$155 (Santa Monica), \$240 (Santa Cruz) and \$300 (Laguna Beach). In order to meet the City’s goals of financial and environmental sustainability and to encourage carpooling and alternatives to driving alone, the City should consider establishing a graduated rate for parking permits.

For Balboa Village’s EPP, it is recommended that the base rate for the first half of an applicant’s year-round employees would be \$50 per annual permit and the cost of remaining permits would be \$100 each. For example, an employer with 20 year-round employees could purchase 10 annual EPPs for \$50 each, and each additional annual permit would cost the employer \$100. This pricing

Employee Parking Permit Program Implementation

City of Newport Beach

structure will incentivize employers to only purchase as many permits as they definitively need and encourage carpooling or other travel modes among employees. If employers choose not to subsidize employee parking, these costs would be passed on to employees.

For businesses that have “seasonal” employees it is recommended that a seasonal permit (valid for four months from purchase) would be available for purchase for \$25. With the use of LPR technology this type of permit could be easily integrated into the permit program and effectively enforced through a central database of permits linked to individual license plates.

Hours of Operation

Employee parking permits should be valid in designated EPP zones at any time, allowing permit holders to circumvent posted parking fees and time restrictions. Permit holders would be eligible to park at designated metered on-street spaces and paid off-street spaces for longer periods of time without paying the posted rates, except between 3 AM and 5 AM. The early morning exemption is intended to discourage overnight parking as employee parking permits should not be used to store vehicles for extended periods of time in Balboa Village.

During the peak period, designated employee parking would shift from the Pier Lot to Balboa Boulevard. During this time, it is recommended that routine street sweeping occur between 3 AM and 5 AM to avoid conflicts with employee parking and to maximize parking availability and revenues during busy daytime hours – street sweeping currently occurs on Balboa Boulevard on Tuesday mornings from 8:30 AM until 12:30 PM.

Enforcement

The EPP Program would be enforced by the City of Newport Beach Parking Control, in accordance with current practice. Vehicles without a permit that are parked in EPP designated zones would be subject to posted parking fees, restrictions, and enforcement regulations.

As mentioned above, the City of Newport Beach is considering transitioning to LPR technology for its parking enforcement. As the City transitions to the new technology, the EPP Program should be integrated for seamless parking enforcement of both the EPP program alongside existing on-street and off-street parking enforcement.

LPR parking enforcement systems replace the standard tire chalking and ticket citation process and visual permit inspection. Through a combination of license plate recognition, image capture, and Global Positioning System (GPS) technology, the software records vehicle location, time/date, and license plate number. In traditional parking enforcement applications, when an enforcement officer returns to a specific block for a second time, the software scans plates again, notifying the officer when it detects a vehicle that has been parked longer than the posted time limits. The officer can then make a visual confirmation that the plate matches the pictures captured by the LPR system and issue a citation.

LPR technology offers the potential to reduce staff and labor costs, resulting in long-term savings. Over the last five years LPR has become more and more prevalent in the industry, largely due to increased efficiency of parking enforcement and the generation of additional parking revenues. While the initial capital costs of an LPR system are high (between \$45,000 and \$70,000), many cities report that the increase in parking citation revenue can cover these expenses. For example, the City of Tampa, Florida, estimates that their LPR system results in the collection of an

Employee Parking Permit Program Implementation

City of Newport Beach

additional \$20,000 of citation revenue per year.⁵ Indeed, critical to any successful employee parking system is the ability to enforce the program.

LPR technology should be programmed to enforce EPP regulations, accessing a database of employee parking permitted license plate numbers before issuing a citation. In addition, LPR should be used to track employee parking demand and general occupancy trends in EPP designated areas, allowing the City to modify the EPP Program's parameters in order to maintain adequate visitor access and employee parking, over time.

Parking Violations

In order to ensure compliance, vehicles parked in EPP zones without a permit or in violation of posted restrictions, should be issued a citation, following current enforcement protocols. The parking citation fee in EPP areas should align with the current expired meter violation fee.

Program Administration

Planning staff should continue to oversee all parking permit program administrative and monitoring duties. Planning staff currently manage the City's three parking permit programs: the annual parking permit program, the master parking permit program and the overnight parking permit program. Distributing employee permits should be handled in the same manner as the distribution of existing permits, either on-line or in person at the Cashier's Office located in City Hall.

Assuming a full LPR system, permits will be electronically synced to employee vehicle license plates, but proof of permit should be distributed to employees electronically or via paper receipt. Administering all parking permit programs within the same department will help ensure that the EPP program is coordinated with other parking and planning initiatives and should not entail significant additional cost or effort.

Program Monitoring

It is recommended that Balboa Village conduct ongoing program monitoring post-implementation to ensure that it is achieving the desired results. Planning staff, led by a Parking Manager, should monitor the issuance of permits and analyze LPR data to determine the utilization patterns of employee parking. Monitoring the EPP program over time will help the City respond to employee parking issues, expand or contract the program, or modify key program elements, such as the permit pricing structure or number of permits issued.

Program Expenses and Revenues

The program revenue should cover a portion of administrative expenses. Should the program generate net revenue, the City should either reduce permit prices or use revenue to fund amenities such as new parking technology, streetscape improvements and/or pedestrian amenities, including wayfinding signage, public art, or street furniture.

The EPP Program is expected to generate \$8,750 in annual revenue, assuming 100 "full-time" and 50 "seasonal" EPPs are sold at the tiered pricing structure recommended above. The program is not expected to generate significant additional revenue from parking violations. Parking meter

⁵ City of Seattle Parking Management Study: <http://www.ci.seattle.wa.us/transportation/pdf/SeattleParkingStudyFinalReport.pdf>

Employee Parking Permit Program Implementation

City of Newport Beach

revenue will likely be minimally affected as parking within the proposed EPP boundaries is currently underutilized, although greater revenues may be achieved by shifting the street sweeping schedule.

The costs of implementing the recommended parking program—off-peak period employee parking in the Pier Lot and peak-period employee parking in the Balboa Boulevard median between Medina Way and 8th Street—should be relatively small. Signage should be posted at both locations identifying the permit area and restrictions. Under the recommended EPP program, spaces will not need to be specifically striped or designated as employee parking spaces. With the LRP system, enforcement of employee parking should be no different from routine on- and off-street parking enforcement, and thus entail no additional operating cost.

Special Issues

The Parking Manager and City staff should also be prepared to modify the program for special issues that warrant additional consideration and, potentially, exemptions from parking regulations. For example, certain institutions have unique parking needs, such as schools and churches. Many communities grant special parking privileges to such institutions, including permitted double parking during certain hours.

The first step in addressing such issues is for the Parking Manager to meet with institutional and neighborhood stakeholders to document the extent of the parking problem. The Parking Manager, in tandem with City staff, can then devise a context-sensitive solution that responds to both the needs of the institution in question and the surrounding neighborhood.⁶

⁶ It should be noted that disabled employees are not considered in this section as California State law currently allows motorists with disabled placards to park at any meter, without time limit. If this regulation should change, the Parking Manager should address this issue as needed.

Attachment 4

Parking Field Work Results



MEMORANDUM

To: Brenda Wisneski, City of Newport Beach
From: Nelson\Nygaard Project Team
Date: April 26, 2013
Subject: Summary of Balboa Village Parking Data and Windshield Survey (Spring 2013)

PURPOSE OF THIS MEMORANDUM

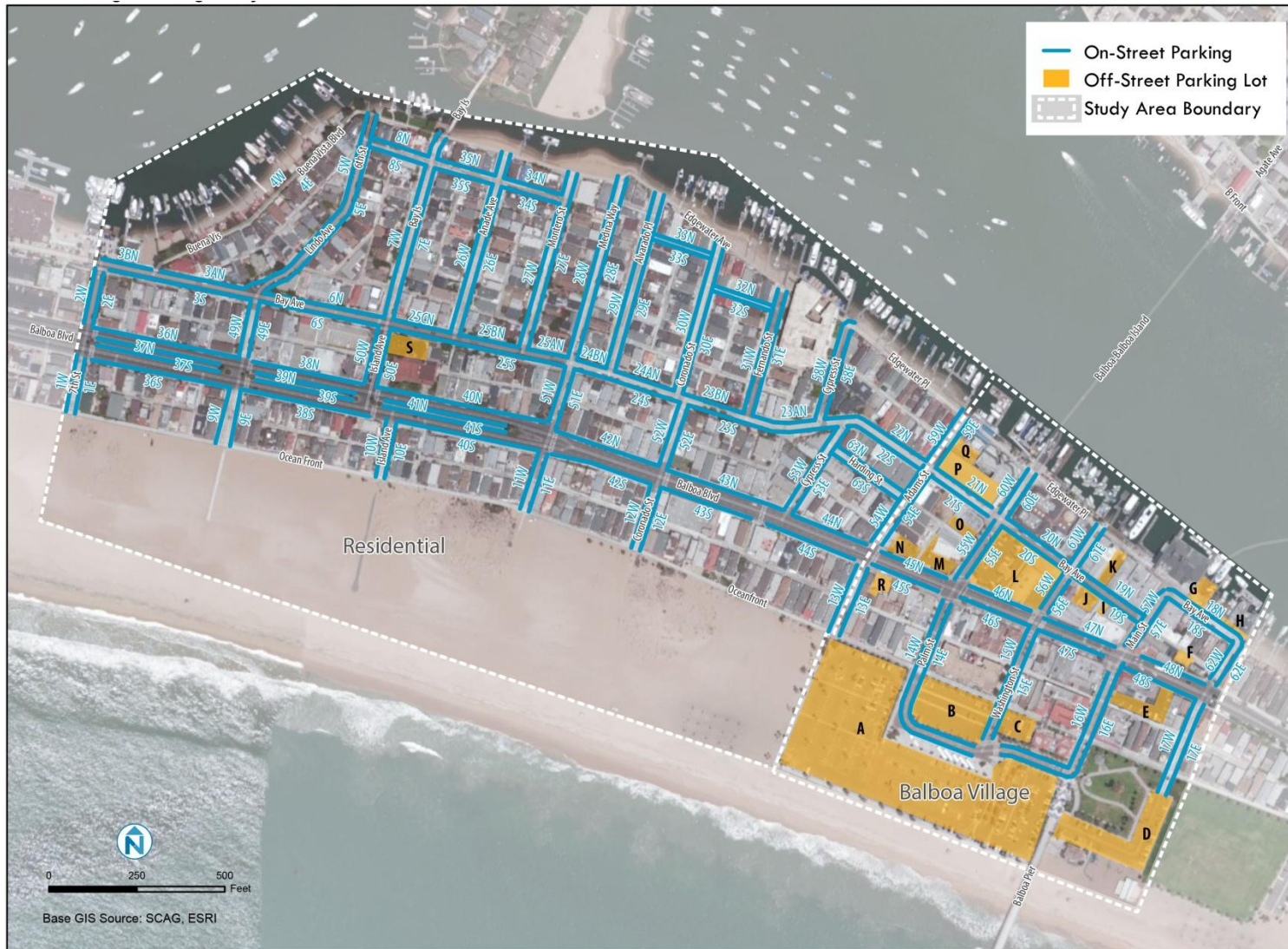
This memorandum presents a summary of the Spring 2013 data collection effort in Balboa Village. It includes an overview of the data collection and survey methodology, data results, and a summary of key findings. This data serves as a baseline snapshot of existing parking conditions in the study area. Additional data will be collected in the summer to assess parking occupancy and turnover during the peak visitor season.

SURVEY METHODOLOGY

As shown in Figure 1, the study area is bound by 7th Street to the west and A Street to the east. Two smaller sub-areas were created for the purposes of this analysis. The “Balboa Village” sub-area (areas east of Adams Street) contains most of Balboa Village’s shops and businesses, as well as its largest off-street parking lot (Balboa Pier Lot). The “Residential” sub-area (area west of Adams Street) is the predominately residential portion of the study area.

BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 1 Study Area Boundaries and Block IDs



Inventory and Regulations

Parking inventory (number of spaces per facility) and regulations were determined through field observations. Along some blocks of the study area, the on-street inventory was not clearly delineated by striping. In these cases, surveyors made educated assumptions of inventory based on a common size for an on-street parking space, typically 20 feet, or observed utilization. Furthermore, only off-street facilities that were accessible (i.e. not gated or closed for construction) were counted.

Occupancy and Turnover

Staff conducted a comprehensive occupancy and turnover study for both on- and off-street spaces using trained data collection workers. The count days and times were:

- Thursday, March 28th, 2013 from 8 AM – 6 PM, every two hours
- Saturday, March 30th, 2013 from 8 AM – 6 PM, every two hours

Counts were conducted on these days in order to provide as wide a range of parking conditions as possible, as parking demand tends to fluctuate a great deal by day of week and time of day. The count periods specifically captured parking activity during a typical weekday and weekend. Each block face and off-street lot was counted every two hours at approximately the same time of each counting period.

In addition to analyzing parking occupancy, parking duration data (for on-street spaces only) was also collected to gauge how often each space experiences “turnover.” This data was collected during the same periods as the occupancy data and involved surveyors noting the last four digits of each license plate, which can be used to identify vehicles without collecting any personal information.

Windshield Survey

Surveys were left on all vehicles parked in on-street spaces during count times and were distributed throughout the day to any car without a survey on the windshield, so that vehicles coming later in the day were also surveyed. The survey was in the form of a postcard pre-addressed to City Hall with the additional option to submit responses online. To incentivize responses, all respondents were entered in a drawing for a free parasailing session for two with Balboa Boat Rentals.

PARKING INVENTORY AND REGULATIONS

Parking Type, Amount, and Regulations

As shown in Figure 2, a total of 2,065 spaces were documented in the on-street blocks and off-street lots of the study area. Overall, there are a total of 929 on-street spaces in the study area, representing 45% of the publically-available parking supply. A total of 1,136 spaces exist in various off-street lots and garages in the study area¹.

Of the on-street spaces, the vast majority (83%) are unmarked, while 15% are metered. In looking at the two sub-areas, the Balboa Village area has mostly metered on-street parking (78%), while the Residential area has a significantly lower proportion of metered parking (9%). Virtually all of the surveyed off-street parking is located in Balboa Village; the residential area only has one off-street lot (an 8-space lot at the Public Library on Balboa Boulevard and Island Avenue). Overall, 58% of the study area's parking supply is in Balboa Village, while 42% of it exists in the residential area. Figure 3 shows on-street parking regulations in the study area.

Figure 2 Parking Inventory and Type by Study Sub-Area

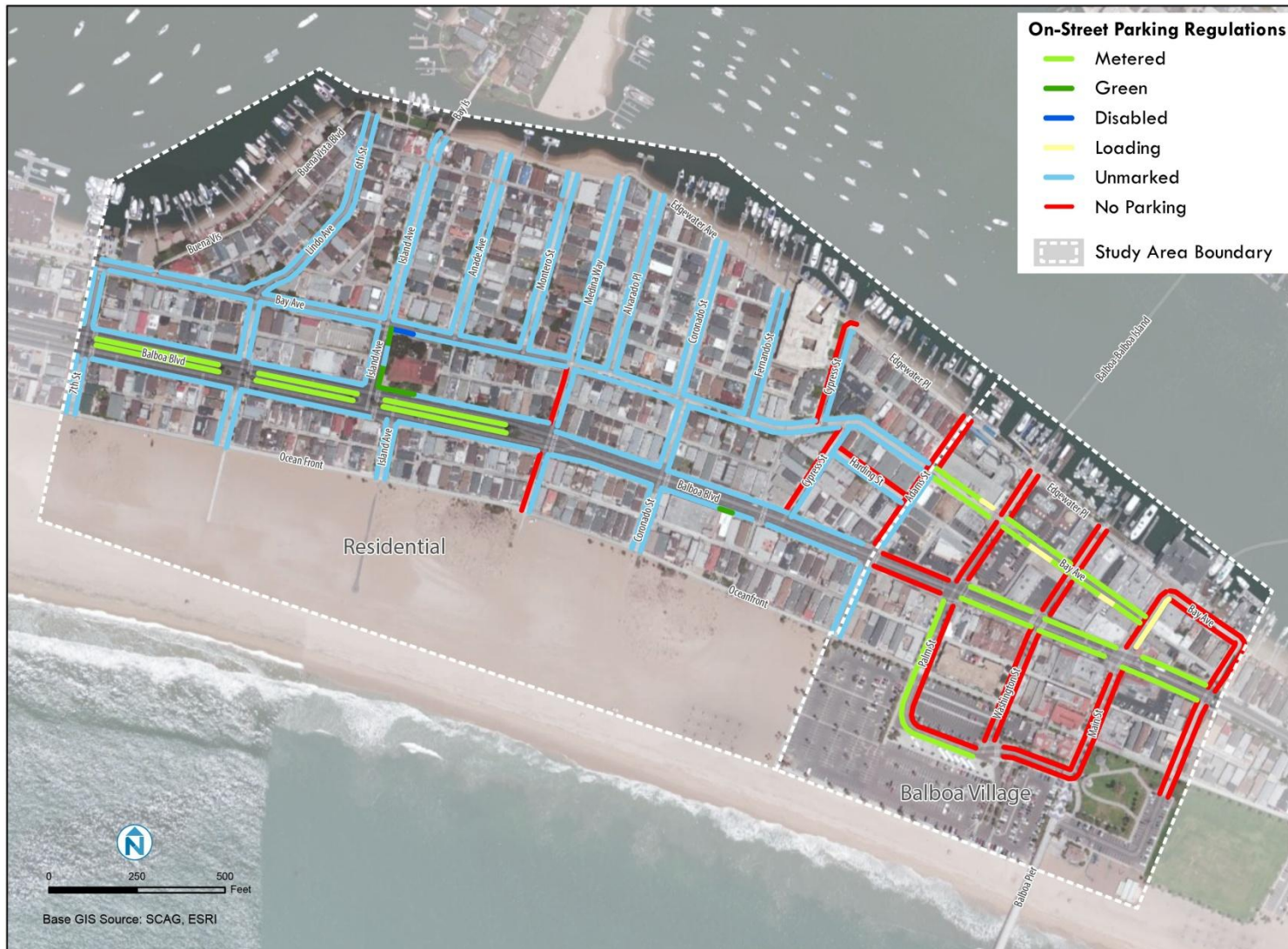
Area	On-Street ²							Off-Street		Total	% of parking
	Unmarked	Metered	Green	Loading	Disabled	Total	% share	Total	% share		
Balboa Village	10	59	0	7	0	76	8%	1,128	99%	1,204	58%
	13%	78%	0%	9%	0%	100%					
Res.	765	77	10	0	1	853	92%	8	1%	861	42%
	90%	9%	1.2%	0%	0.1%	100%					
Total	775	136	10	7	1	929	100%	1,136	100%	2,065	100%
	83%	15%	1.1%	0.8%	0.1%	100%					

¹ Only includes those off-street facilities that were surveyed.

² Unmarked spaces are defined as those with no posted restrictions; Metered spaces are defined as those with public parking meters; Green spaces are defined as those with posted short-term time limits (green curb); Loading spaces are defined as those reserved for loading purposes only (yellow or white curb); Disabled spaces are defined as those reserved for handicapped individuals with appropriate placards (blue curb).

BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 3 On-Street Parking Regulations



Pricing

The study area contains both priced on-street and off-street facilities. Metered on-street spaces are located along Balboa Boulevard, Bay Avenue, and Palm Street and have time limits ranging from 30 minutes, one hour, and two hours. Meters in Balboa Village are priced at \$1.50 per hour.

Various public, “pay” lots are located at Balboa Boulevard and Palm Street, at East Bay Avenue and Washington Street, and at Peninsula Park at the end of A Street. The pricing structures of Balboa Village’s paid lots are as follows:

- Balboa Pier Main Lot (Lot A)
 - Autos: \$1.50 per hour, \$15 max for 24-hour period
 - RV’s (No Camping): \$1.50 per hour, \$15 max for 24-hour period (Per Space Occupied)
 - Buses: \$50 for 24 passengers or less; \$100 for 25 passengers or more
 - Motorcycles: \$0.75 per hour, \$7.50 max for each 24-hour period
 - Peak Holidays (Memorial Day, July 4th, and Labor Day): \$25 flat rate
- Newport Landing (Lot P)
 - Catalina Flyer
 - Monday - Thursday, \$10 per day
 - Friday - Saturday, \$12 per day
 - Sunday, \$15 per day
 - Whale Watching boats - \$6 with validation
 - Fishing boats - \$8 with validation
- Public Lots (Lots B, C, D, and L)
 - \$1.50 per hour (meter)

OCCUPANCY AND TURNOVER

This section provides an overview of the results from the parking occupancy and turnover data collection effort. It includes a summary of the methodology and the key findings for both the complete study area, as well as the Balboa Village and Residential sub-areas.

Parking Occupancy

Target occupancy rates of 85% and 90% are effective industry standards for on- and off-street spaces, respectively. In other words, maintaining 15% and 10% vacancy rates for corresponding on- and off-street stalls will help ensure an “effective parking supply.” It is at these occupancy levels that roughly one space per block is available, making searching or “cruising” for parking unnecessary and allowing off-street lots to maintain adequate maneuverability. Occupancy rates below these targets indicate a diminished economic return on investments in parking facilities.

Overall Study Area

As shown in Figure 4, overall study area occupancy was significantly higher on Saturday across all count periods. On Saturday, occupancy peaked at 87% (2-4 PM and 4-6 PM), and was above 50% across all count times. On Thursday, occupancy peaked at only 57% (2-4 PM).

Figure 4 Combined Parking Occupancy by Day

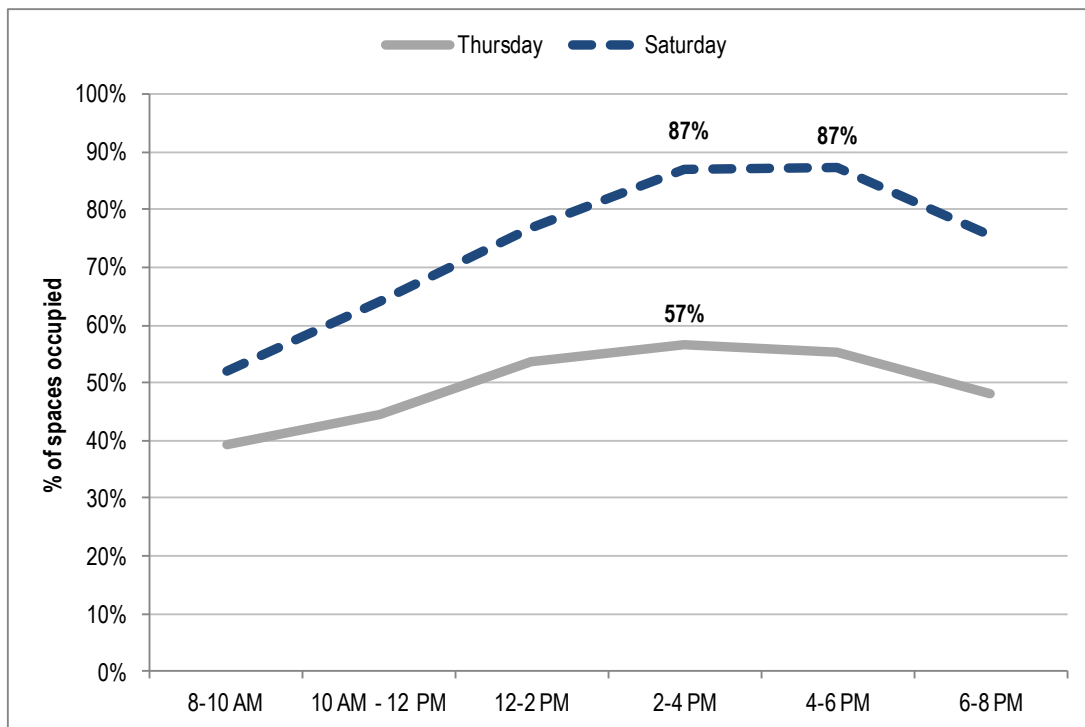


Figure 5 and Figure 6 show parking occupancy by space type for Thursday and Saturday, respectively. On Thursday, on-street utilization rates remained relatively constant, exhibiting a low of 58% (8-10 AM), and a peak of 66% (6-8 PM). Off-street occupancy was lower than on-street occupancy during all Thursday count times, and exhibited a more condensed peaking trend.

BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Off-street occupancy was lowest at 8-10 AM (24%) and highest at 2-4 PM (53%). At no point did on- or off-street occupancy reach target levels (85% and 95% for on- and off-street facilities, respectively).

On Saturday on-street utilization remained relatively constant, exhibiting a low of 75% (8-10 AM) and a peak of 85% (4-6 PM). Conversely, off-street occupancy varied quite drastically, with a low of 33% (8-10 AM) and a high of 89% (2-4 PM and 4-6 PM).

Figure 5 Parking Occupancy by Space Type, Thursday

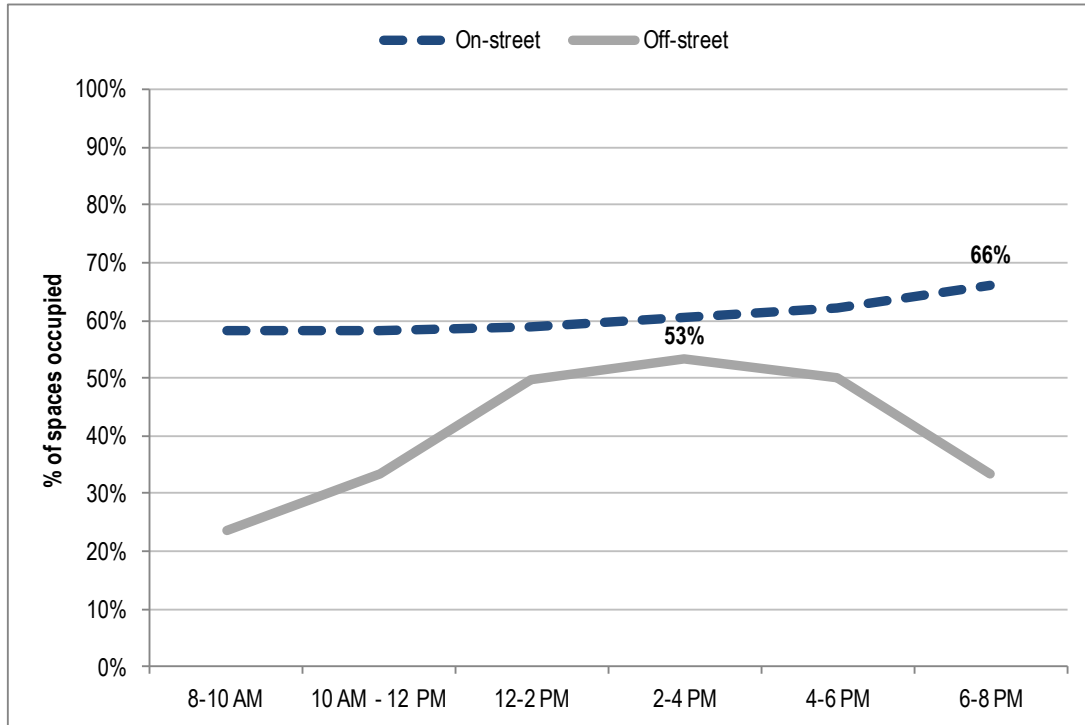


Figure 6 Parking Occupancy by Space Type, Saturday

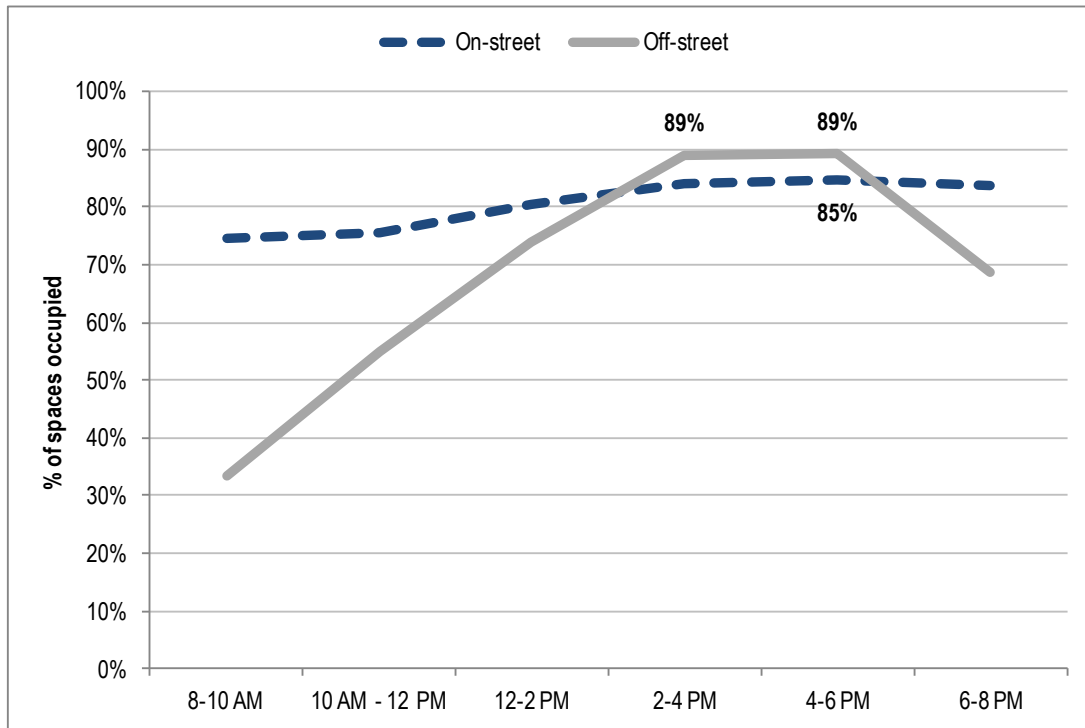


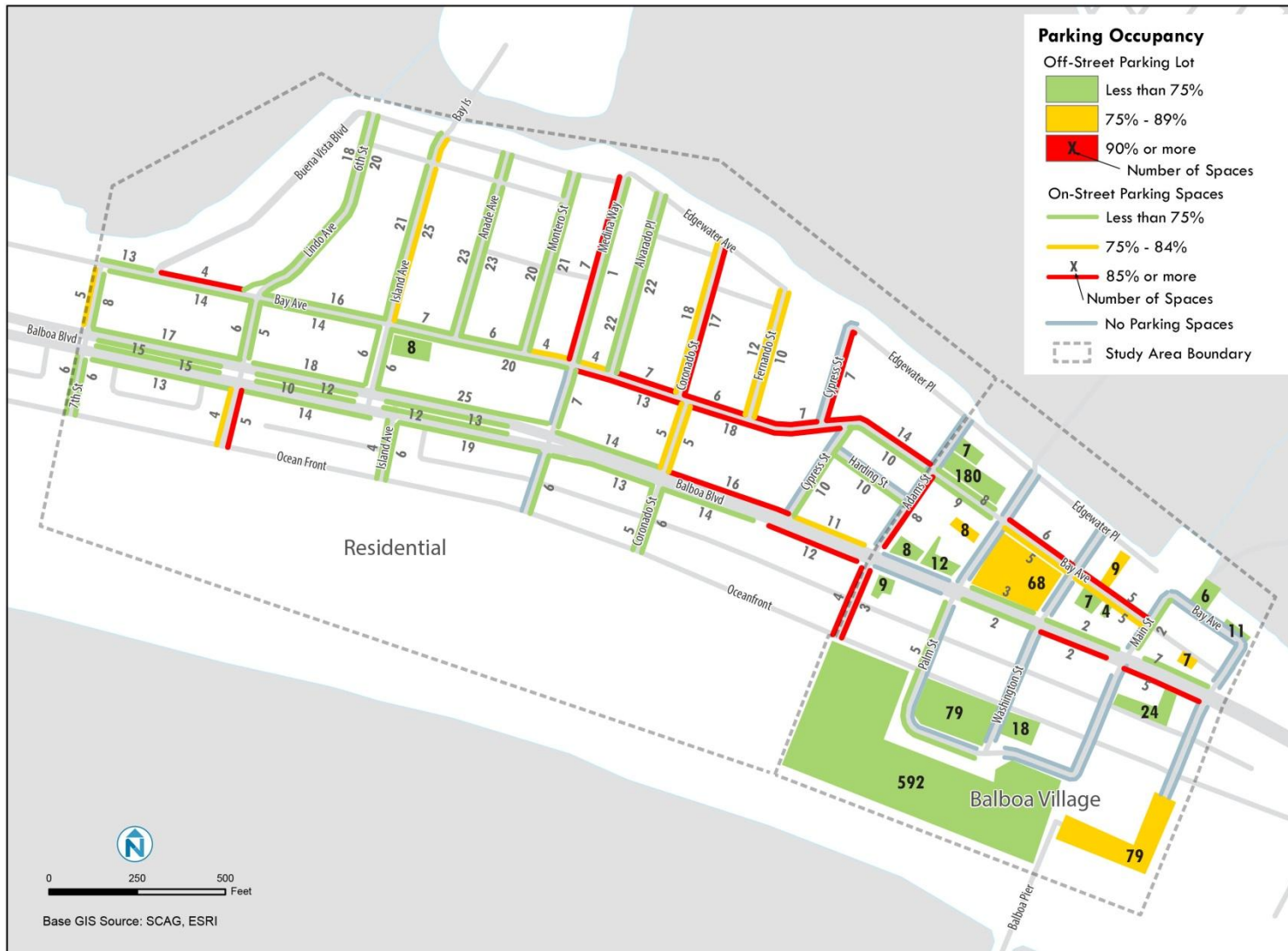
Figure 7, Figure 8, and Figure 9 map peak-hour overall utilization in the study area for Thursday (57% at 2-4 PM) and Saturday (87% at 2-4 PM and 4-6 PM). These maps show the utilization level for each individual block face and each individual lot during the peak hour parking demand. The maps reveal that there were some limited “pockets” of high demand on a few blocks and in some lots in the study area during Thursday’s counts, as shown in Figure 7. For example, some blocks along spaces along Bay Avenue, Balboa Boulevard, and Adams Street reached or exceeded target levels.

On Saturday, occupancy peaked at 87% during both the 2-4 PM and 4-6 PM count periods. During this peak time, the majority of the study area’s on- and off-street facilities met or exceeded target utilization rates. While many over-utilized on- and off-street facilities are located in relatively close proximity to facilities with significant capacity, it is clear that during weekends the parking supply in the study area is quite heavily utilized. It should also be noted that the metered spaces along Balboa Boulevard are consistently underutilized, however, even during peak periods.

See Appendix A for occupancy maps during all survey days and count times.

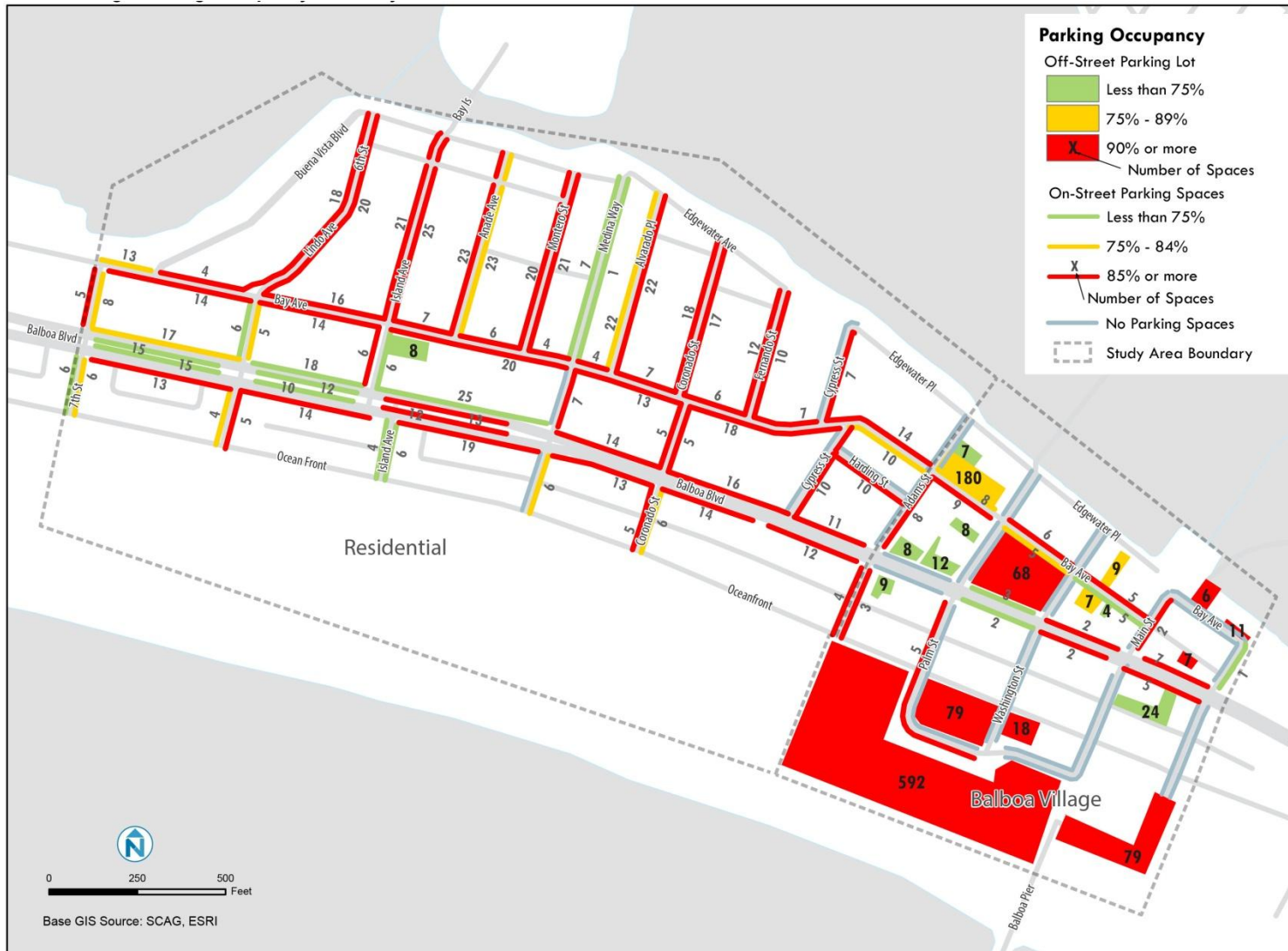
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
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Figure 7 Study Area Peak Occupancy, Thursday 2-4 PM



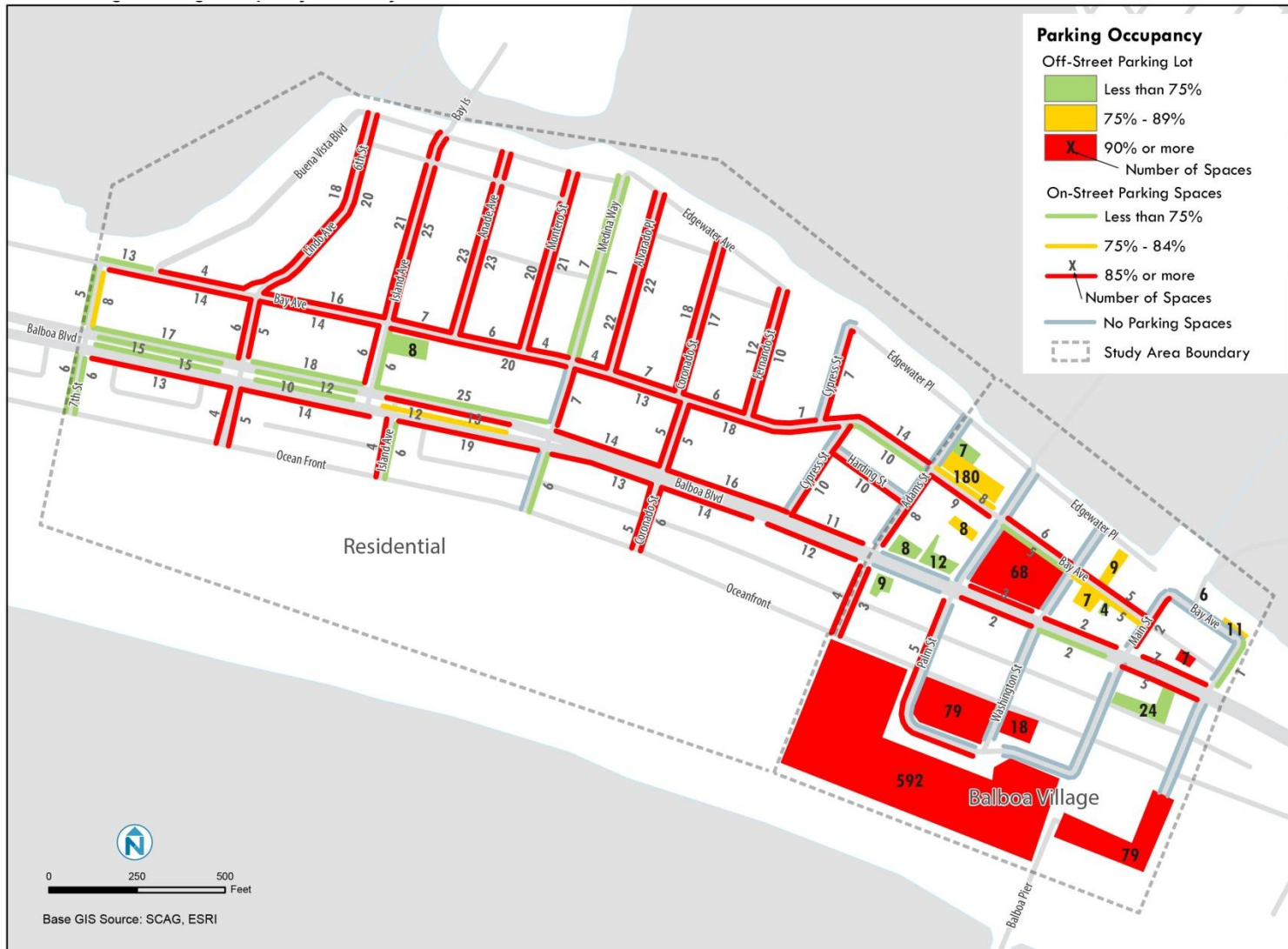
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 8 Study Area Peak Occupancy, Saturday 2-4 PM



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City of Newport Beach

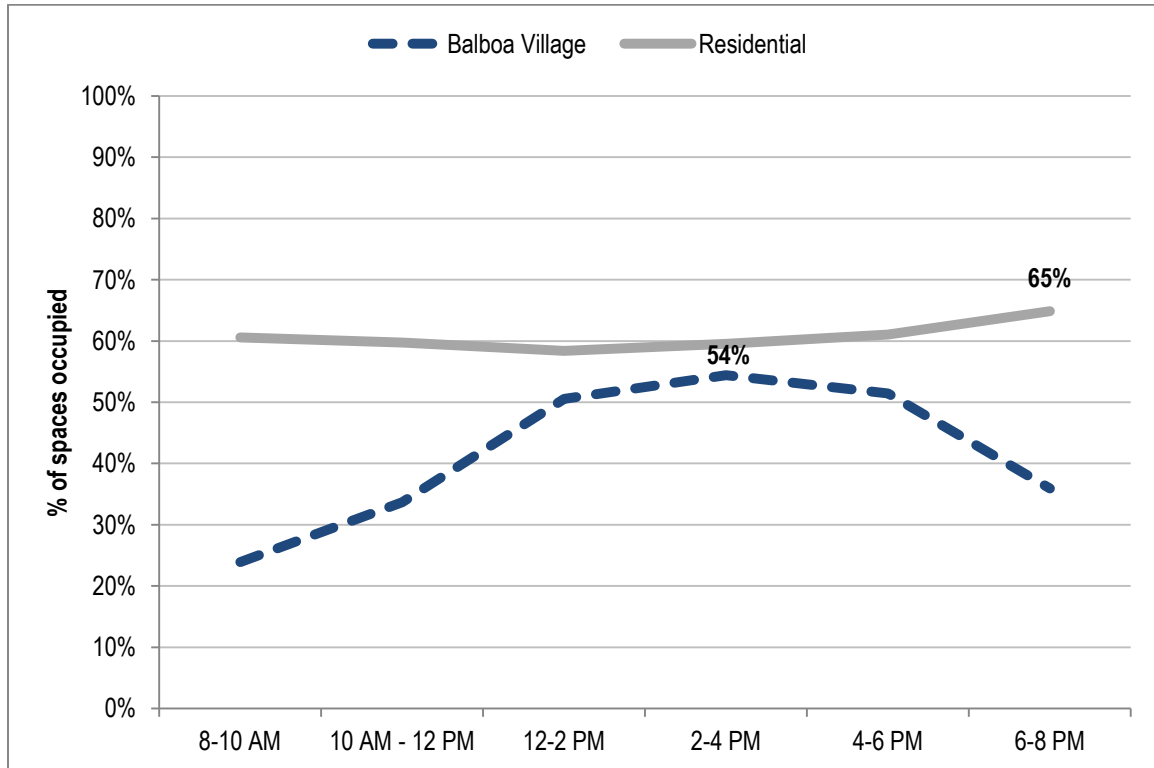
Figure 9 Study Area Peak Occupancy, Saturday 4-6 PM



Study Sub-Areas

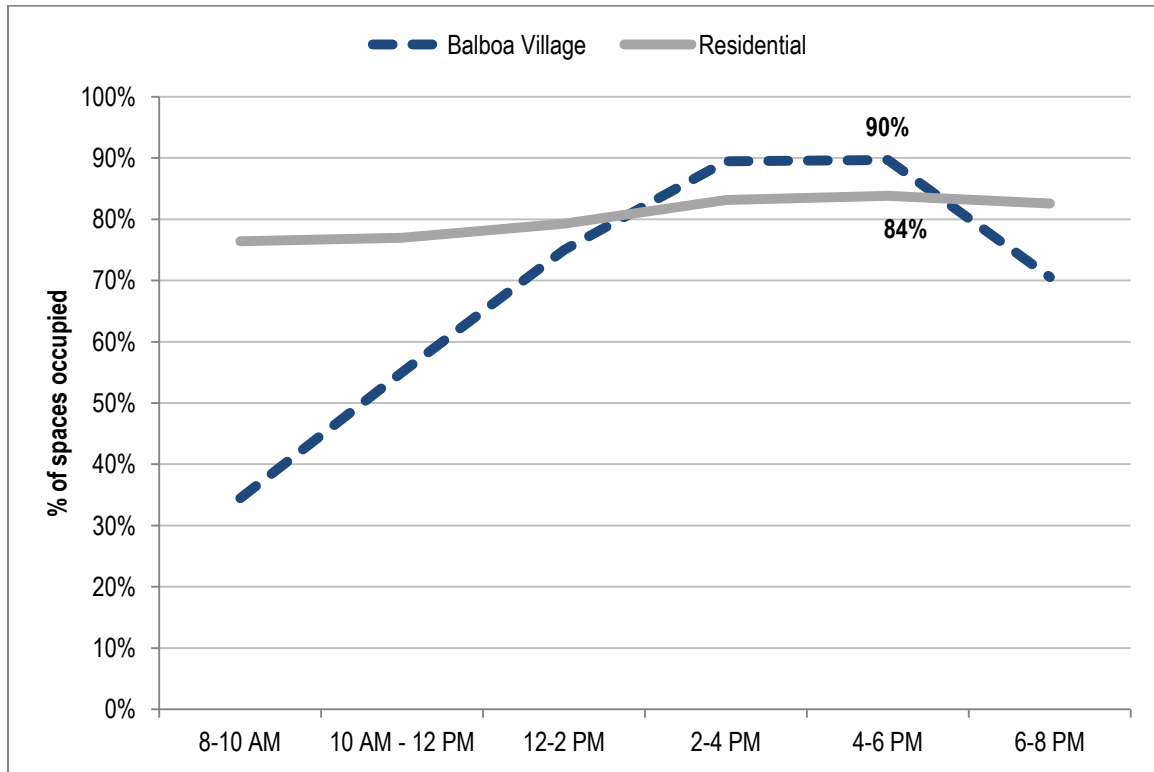
Looking at the two study sub-areas, overall utilization was greater in the Residential (7th Street to Adams Street) sub-area across all Thursday count times. Occupancy peaked at 65% during the 6-8 PM count period, and was at its lowest during the 12-2 PM count period (58%), as shown in Figure 10. In the Balboa Village sub-area, occupancy varied more drastically, rising from a low of 24% (8-10 AM), to a high of 54% (2-4 PM).

Figure 10 Parking Occupancy by Location, Thursday



On Saturday, utilization remained steady in the Residential sub-area, but at significantly higher utilization rates than on Thursday. As shown in Figure 11, utilization peaked at 84% (4-6 PM) from a low of 76% (8-10 AM). Utilization in Balboa Village surpassed that of the Village Residences during two count times, peaking at 90% (4-6 PM).

Figure 11 Parking Occupancy by Location, Saturday



On Thursday, on-street occupancy never reached target rates in either sub-area, as shown in Figure 12. In Balboa Village, on-street utilization peaked at 71% (6-8 PM), while in the Residential sub-area utilization peaked at 65% (6-8 PM).

On Saturday, however, on-street occupancy surpassed the 85% target rate in Balboa Village during four count periods (12 PM through 8 PM), peaking at 92% (6-8 PM), as shown in Figure 13. On-street occupancy approached, but never reached the target rate in the Residential sub-area, peaking at 84% (4-6 PM).

Figure 12 On-Street Parking Occupancy by Location, Thursday

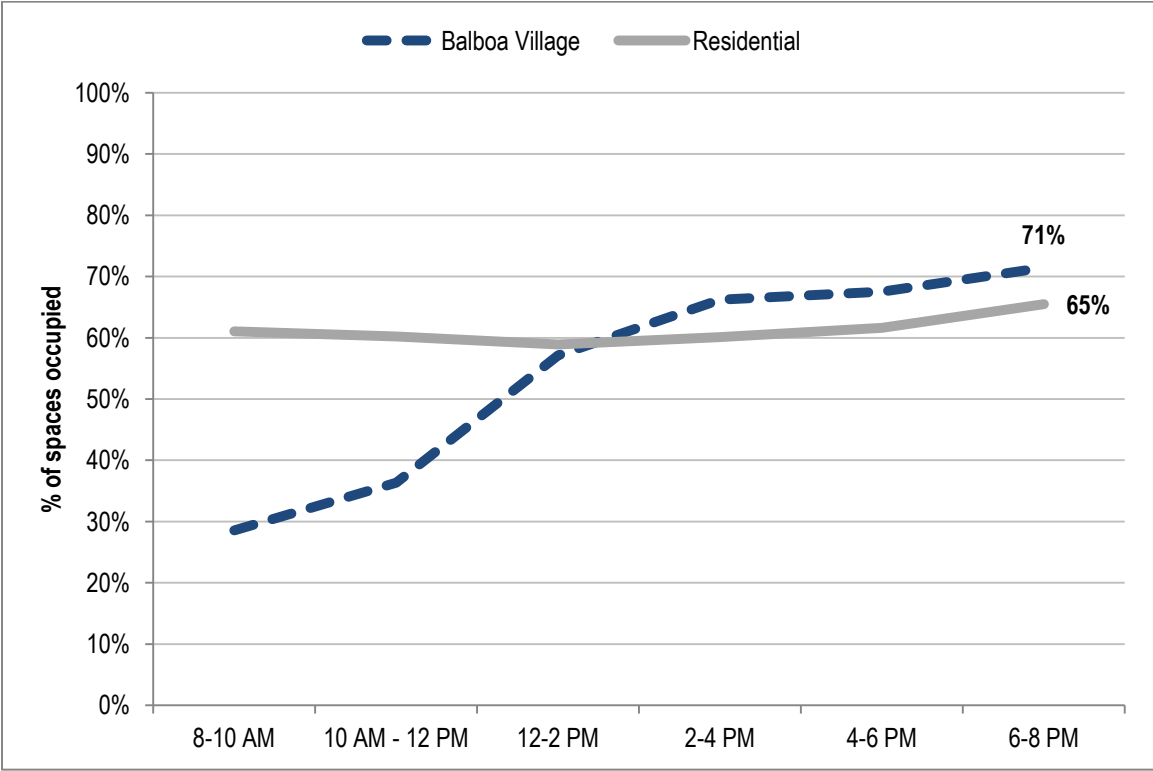
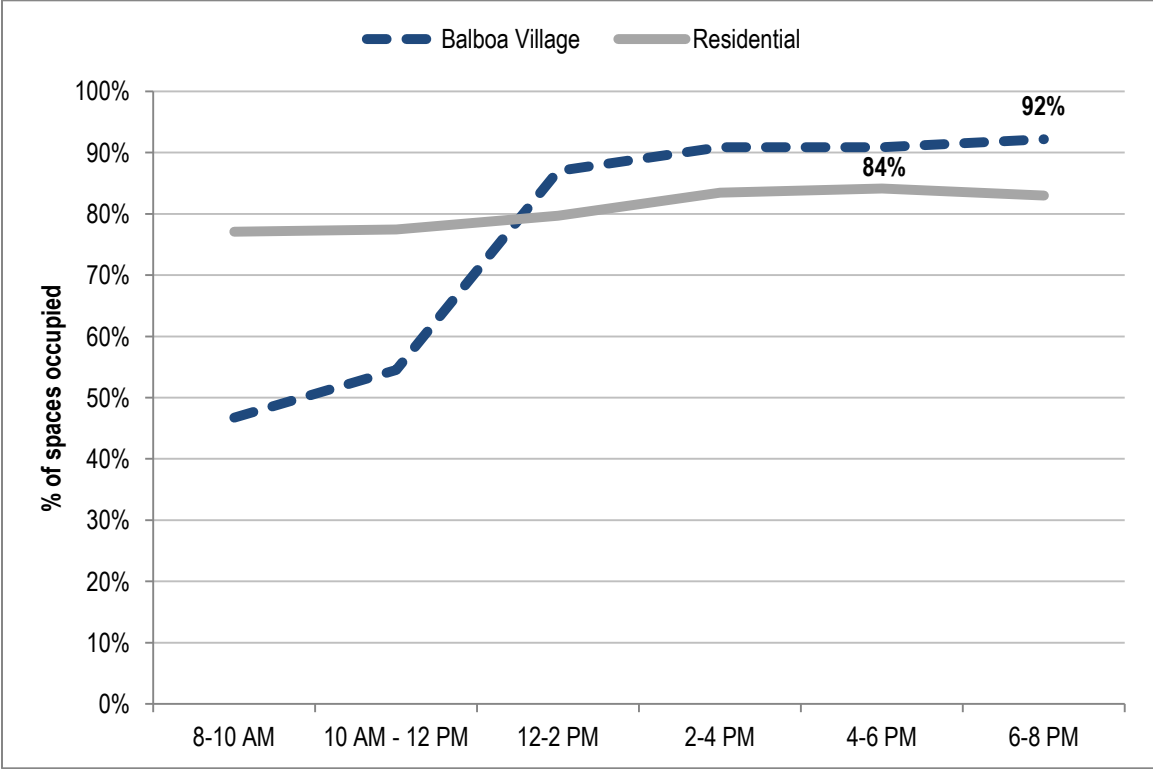


Figure 13 On-Street Parking Occupancy by Location, Saturday



As noted in pervious sections, off-street parking is heavily concentrated in the Balboa Village sub-area; 18 of the 19 facilities are located east of Adams Street. Therefore, as shown in Figure 15, off-street occupancy in Balboa Village area mirrors overall off-street occupancy in the entire study area on both days. In the Residential sub-area, only one off-street garage exists.

On Thursday, Off-street occupancy was higher in the Balboa Village sub-area across all count times, peaking at 54% (2-4 PM), as shown in Figure 14. On Saturday, off-street occupancy was again higher in the Balboa Village sub-area during all count periods, peaking at 90 % (4-6 PM) as shown in Figure 14.

Figure 14 Off-Street Parking Occupancy by Location, Thursday

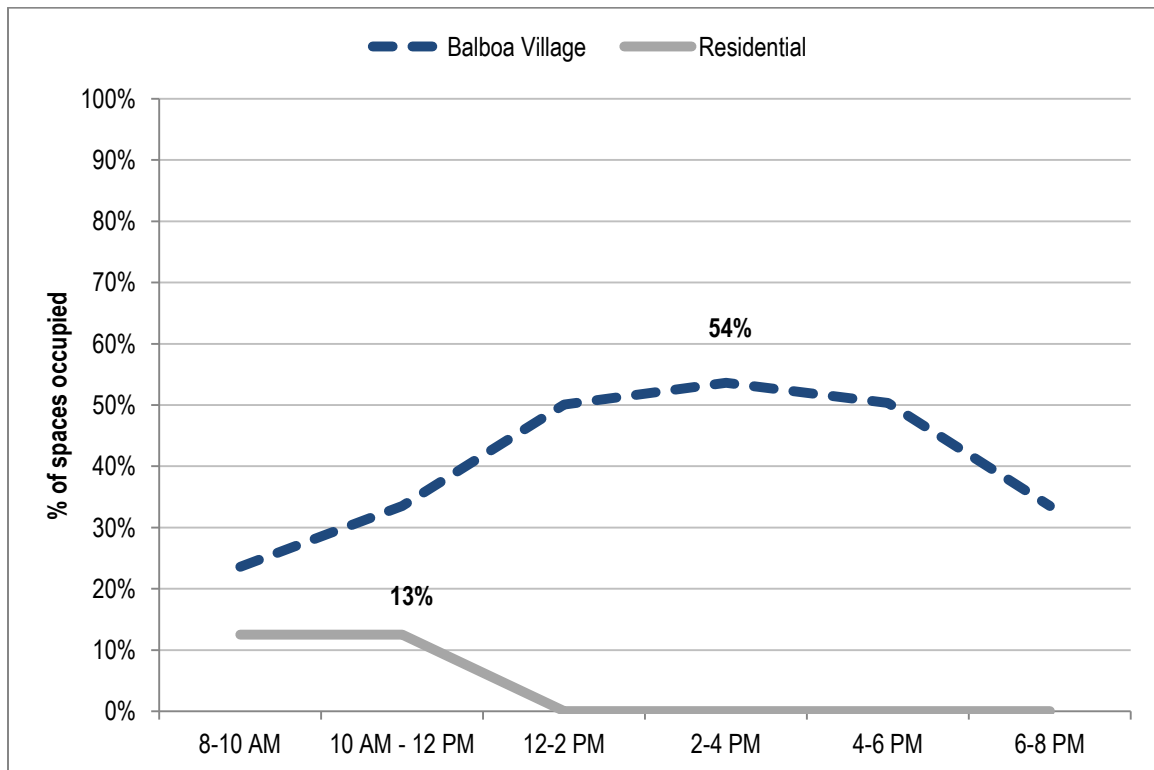
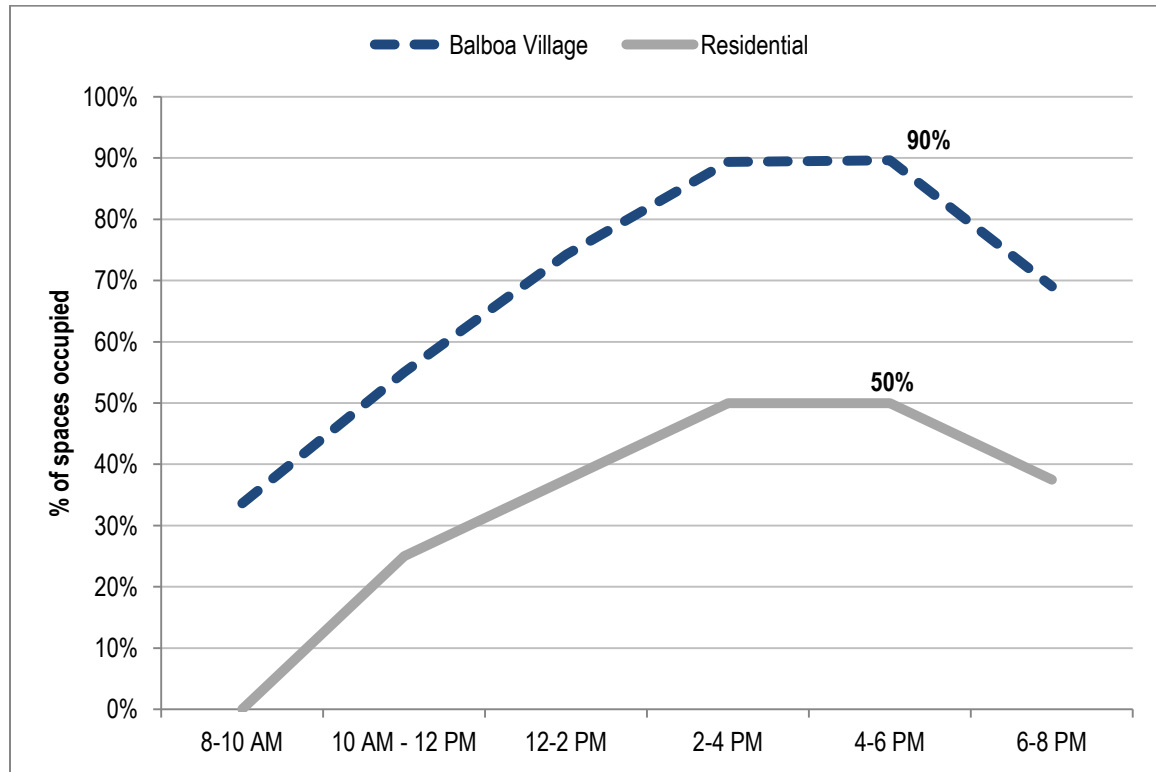


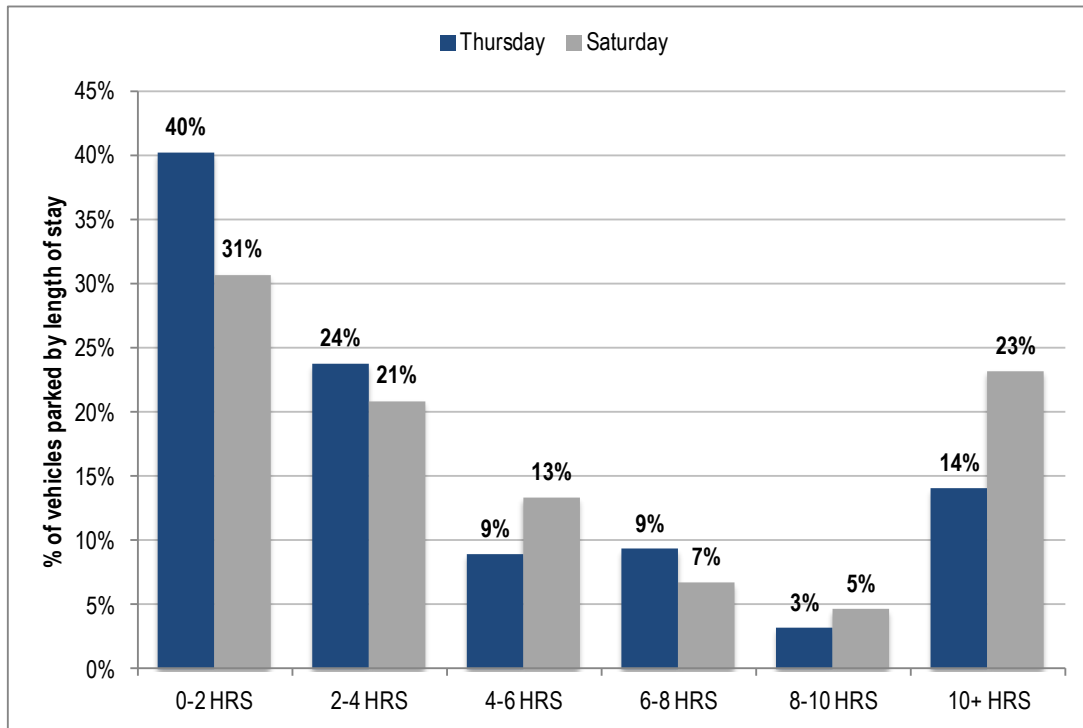
Figure 15 Off-Street Parking Occupancy by Location, Saturday



Parking Turnover

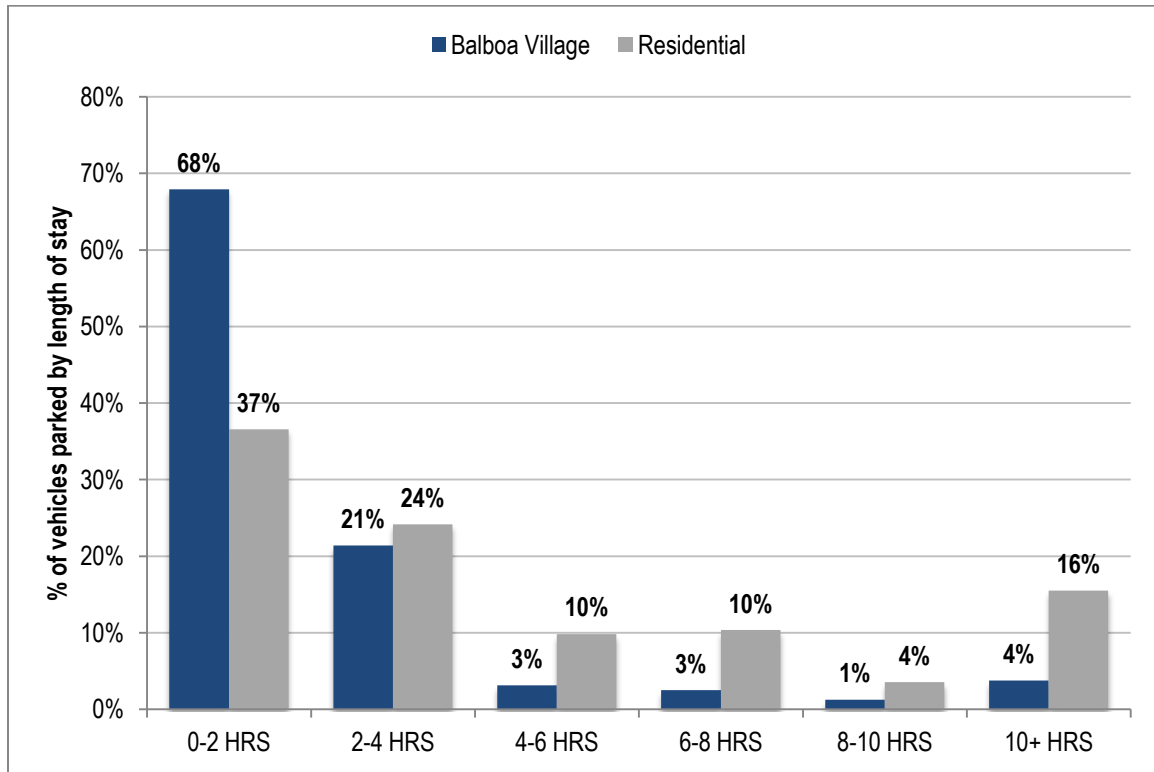
In addition to parking occupancy data, parking turnover data was collected for all on-street block faces. As shown in Figure 16, the largest portion of vehicles parked in the study area during all count times did so for less than two hours. On Thursday, 40% of vehicles parked between 0-2 hours and 64% parked for less than four hours. On Saturday 31% parked for less than two hours and 52% parked for less than four hours. In general, more vehicles were parked for longer periods of time on Saturday than on Thursday, likely due to residents not commuting to work and staying parked for longer periods of time, as well as more long-term visitor trips that typically occur on the weekend.

Figure 16 Vehicle Turnover by Day, Entire Study Area



When parsing the data between the two sub-areas, it is clear that on Thursday vehicles parked for much shorter periods of time in Balboa Village than in the Residential sub-area, as expected given the differences in land use. Balboa Village's shops, restaurants, and other venues attract short-term parkers, while the on-street blocks of the Residential sub-area are most likely used for the storage of resident vehicles. As shown in Figure 17, the majority (68%) of vehicles parking in Balboa Village did so for 0-2 hours, while only 37% of vehicles in the Residential sub-area parked for less than two hours.

Figure 17 Vehicle Turnover by Location, Thursday



These trends held true on Saturday, though they were more pronounced. As shown in Figure 18, the majority (71%) of vehicles parking in Balboa Village did so for 0-2 hours, while only 24% of vehicles in the Residential sub-area parked less than two hours. Roughly one in four vehicles parked in the Residential sub-area were parked throughout the entire survey period (10+ hours).

Figure 18 Vehicle Turnover by Location, Saturday

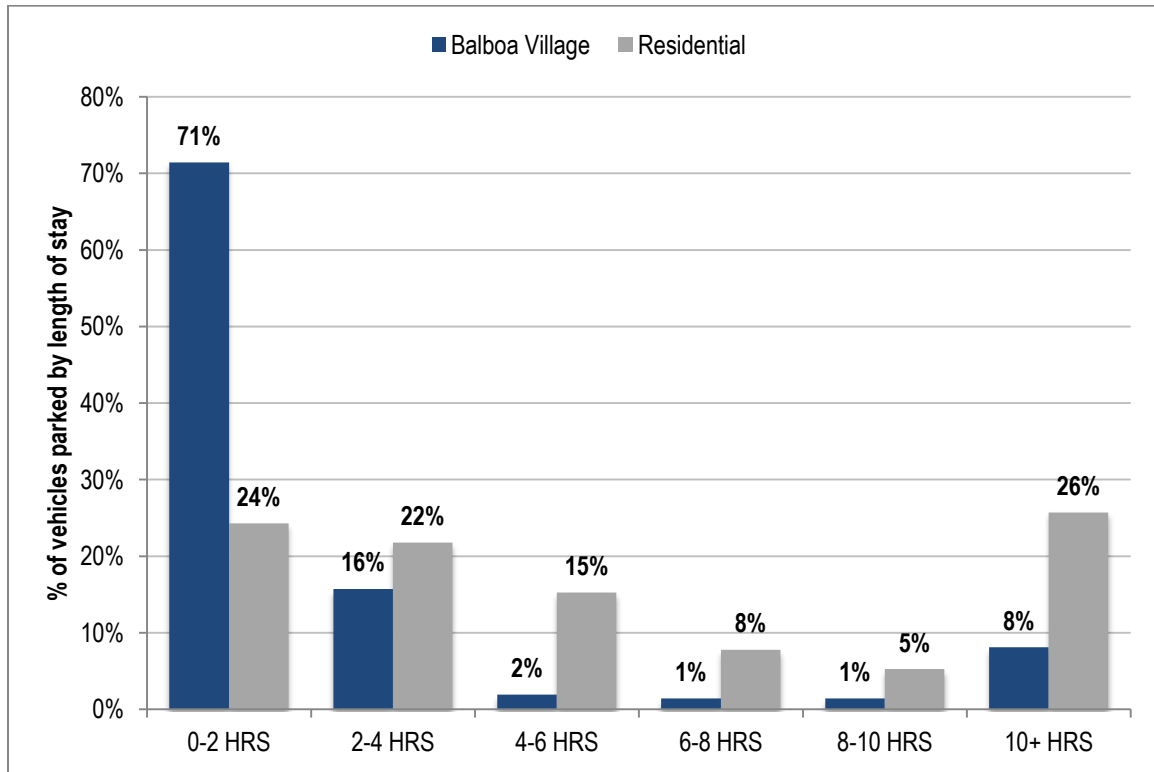
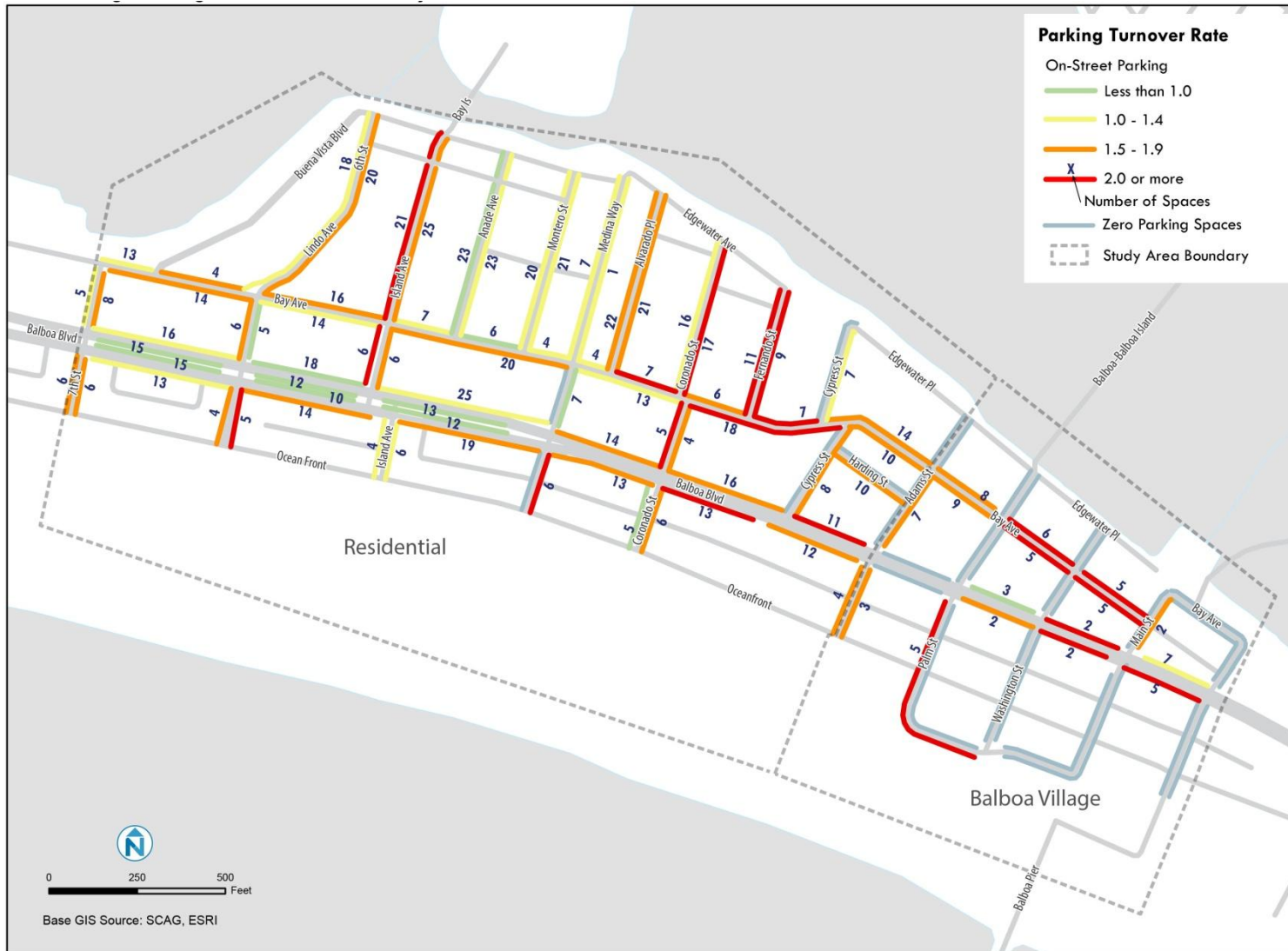


Figure 19 and Figure 20 map vehicle turnover by block-face for Thursday and Saturday surveys, respectively. For the purposes of this analysis, turnover is defined as the number of vehicles parked on a block-face divided by the inventory. In other words, the higher the turnover figure, the less time the average vehicle was parked on a block-face (i.e. the greater the amount of vehicular turnover).

On Thursday, turnover was highest along stretches of Bay Avenue, Island Avenue, Coronado Street, Fernando Street, and Palm Street, blocks that are proximate to the Village Center (as shown in Figure 19). On Saturday, turnover was lower overall, though pockets of higher turnover were concentrated along Bay Avenue, Lindo Avenue, Coronado Street, and portions of Balboa Boulevard in the Village Center (Figure 20).

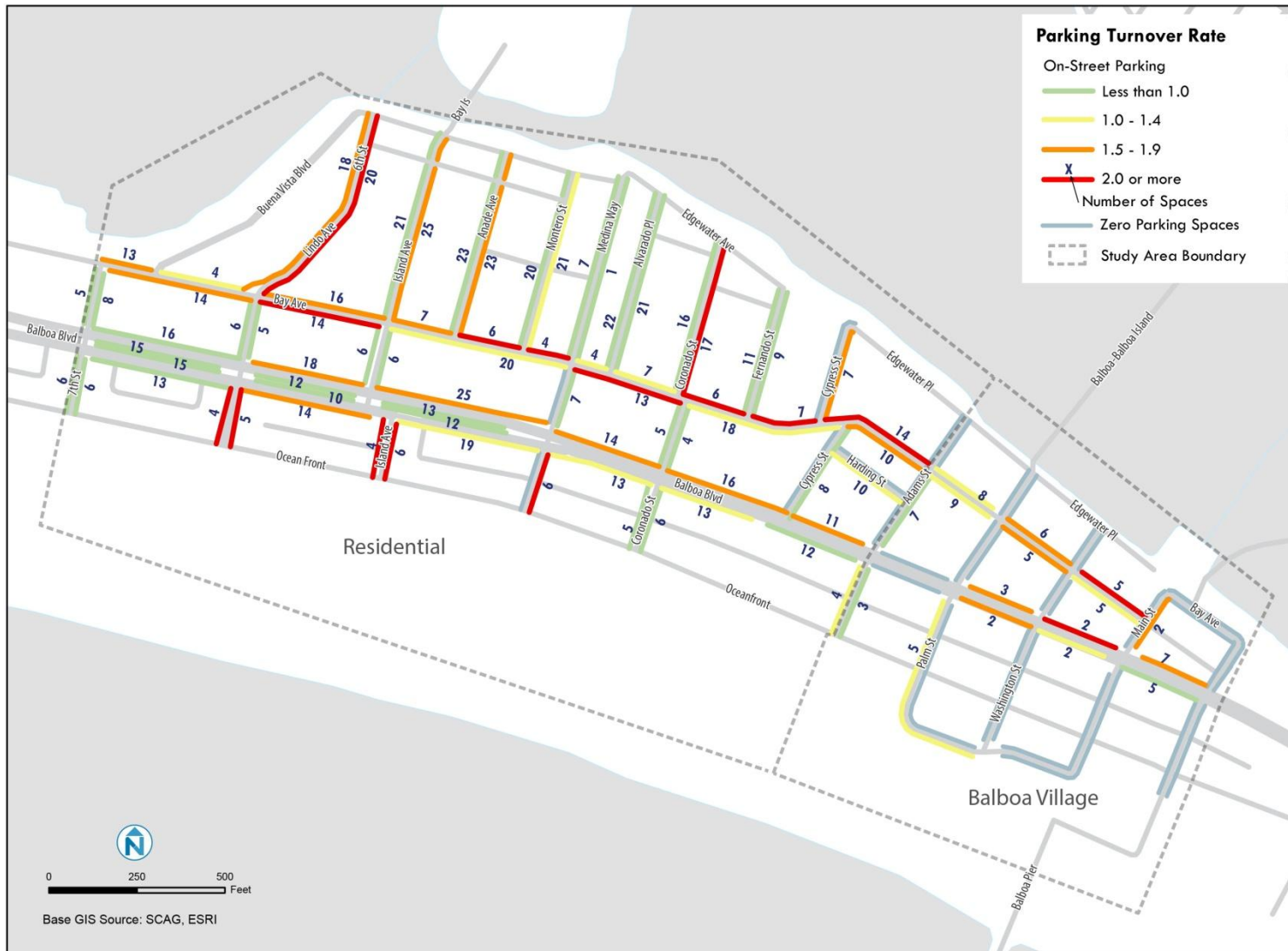
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 19 **Map of Turnover by Block-Face, Thursday**



BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 20 **Map of Turnover by Block-Face, Saturday**



Key Findings

As described above, Nelson\Nygaard's parking analysis yielded various key findings related to parking supply, regulations, utilization, and turnover in the study area. In sum, finding on-street parking along many "front door" block faces and beach-front lots can be difficult, especially during weekend days, but parking supplies are meeting current overall levels of demand. The specific findings of the parking analysis are summarized below:

1. **The study area has a large supply of parking which is split roughly evenly between the area's on- and off-street facilities.** A total of 2,065 spaces exist in the study area, 929 of which are located on-street (45%), and 1,136 spaces of which exist in various off-street lots and garages in the study area (55%).
2. **While the parking supply is underutilized during weekdays, various "hot-spots" of demand exist.** On Thursday, at no point did overall on- or off-street utilization reach target levels (85% and 95% for on- and off-street facilities, respectively), though the some of the mostly unregulated blocks along spaces along Bay Avenue, Balboa Boulevard, and Adams Street reached or exceeded target levels.
3. **On weekends, parking supplies generally met overall demand, though during peak periods many facilities met or exceeded target utilization rates.** On Saturday, utilization peaked at 87% during both the 2-4 PM and 4-6 PM count periods. During this peak period, the majority of the study area's on- and off-street facilities met or exceeded target utilization rates. While many over-utilized on- and off-street facilities are located in relatively close proximity to facilities with significant capacity, it is clear that during weekends the parking supply in the study area is quite heavily utilized.
4. **Vehicle turnover varies by day, though the largest portion of vehicles parking within the study area do so for shorter periods of time.** The largest portion of vehicles parked in the study area during all count times did so for less than two hours. On Thursday, 40% of vehicles parked between 0-2 hours and on Saturday 31% did so. In general, more vehicles stayed parked for longer periods of time on Saturday than on Thursday, likely due to residents not commuting to work and staying parked for longer periods of time, as well as more long-term visitor trips that typically occur on the weekend.
5. **The sub-areas exhibit different parking utilization and turnover trends.** Occupancy was typically lower in the Balboa Village sub-area than in the Residential sub-area, though the peaking of demand was much more heavily pronounced in Balboa Village. On Saturday, utilization in Balboa Village surpassed that of the residential area during only two count times, peaking at 90% (4-6 PM). When parsing the turnover data between the two sub-areas, it is clear that vehicles parked for much shorter periods of time in the Balboa village than in the residential area on both days, as expected given the differences in land use. The Balboa Village's shops, restaurants, and other venues attract short-term parkers, while the on-street blocks of the Residential sub-area are most likely used for the storage of resident vehicles.

WINDSHIELD SURVEY

In tandem with parking occupancy and turnover collection, a windshield survey was conducted to gather information about the types of people (resident, employee, and visitor) parking on-street in the study area and their reasons for doing so. Approximately 2,000 vehicle surveys were distributed and a total of 480 vehicle surveys were returned with responses, yielding a response rate of 24%. While this is not a scientific survey, and respondents self-selected to participate, the results do give a representative picture of parking behavior.

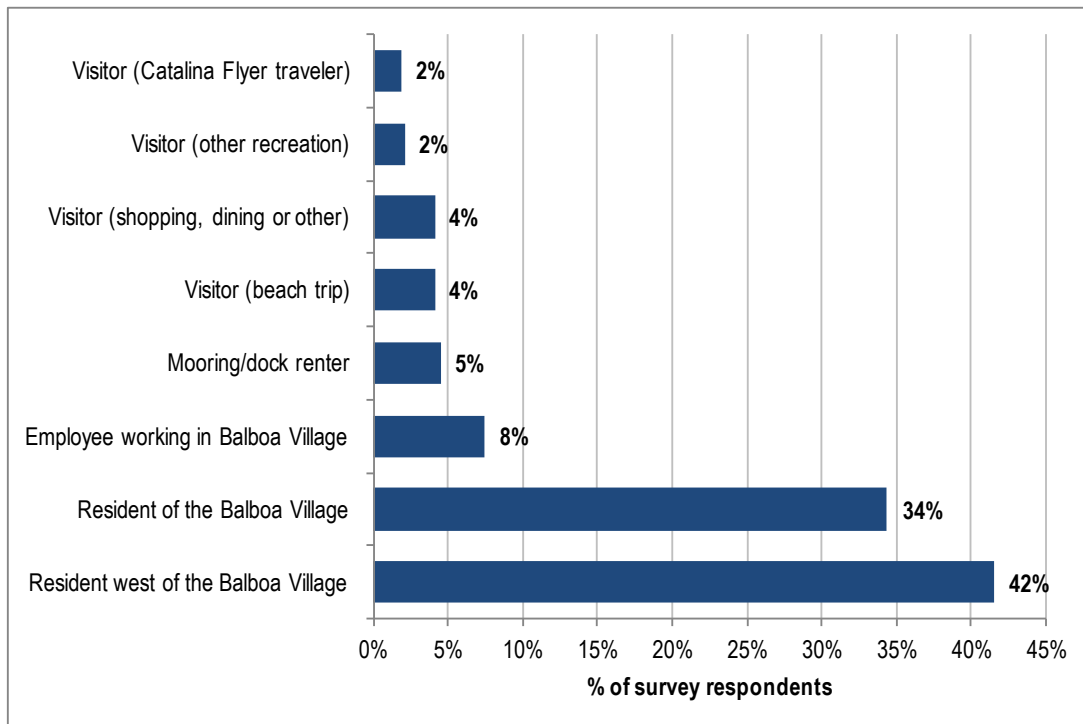
The following section chronicles the results of the windshield survey, beginning with a high level analysis of all of the responses combined. This section also includes a more fine-grained analysis of the survey results cross-tabulated by the following respondent types:

- Employees
- Residents (Balboa Village, west of Balboa Village, and mooring/dock renter)
- Visitors (beach trip, Catalina Flyer traveler, shopping/dinning trip, and other)

Combined Results

Of the total collected surveys, 56% were collected on Saturday, while 44% were collected on Thursday. As shown in Figure 21, the largest portion of survey responses came from residents who live west of Balboa Village (42%), followed those who reside within Balboa Village itself (34%). Approximately 8% of survey respondents are employees in the area, while the remaining 15% of respondents identified as one of four types of visitor.

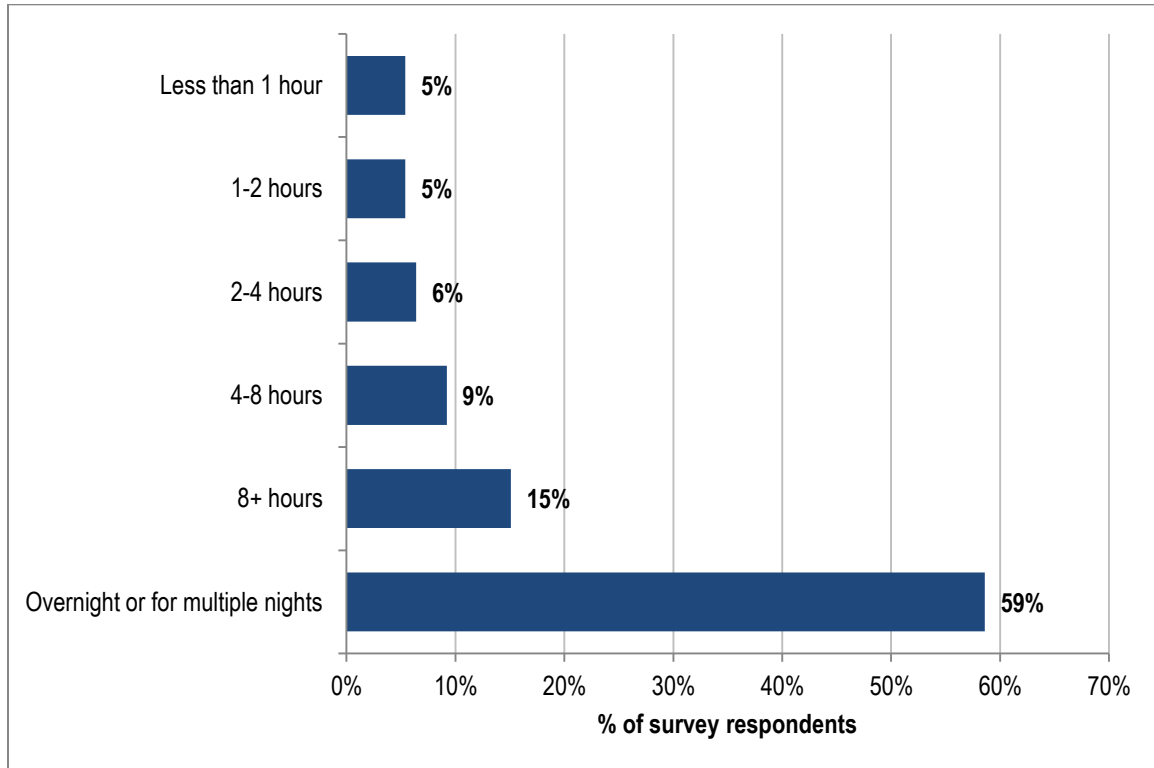
Figure 21 Survey Respondent Type



Number of Respondents (N) = 468

Most survey respondents were parked on-street overnight or for multiple nights (59%), while 15% reported that they had parked for eight hours. As shown in Figure 22, only 5% of survey respondents parked for less than one hour, 5% between 1 – 2 hours, 6% between 2 – 4 hours, and 9% between 4 – 8 hours.

Figure 22 Survey Respondent Length of Stay (All Respondents)

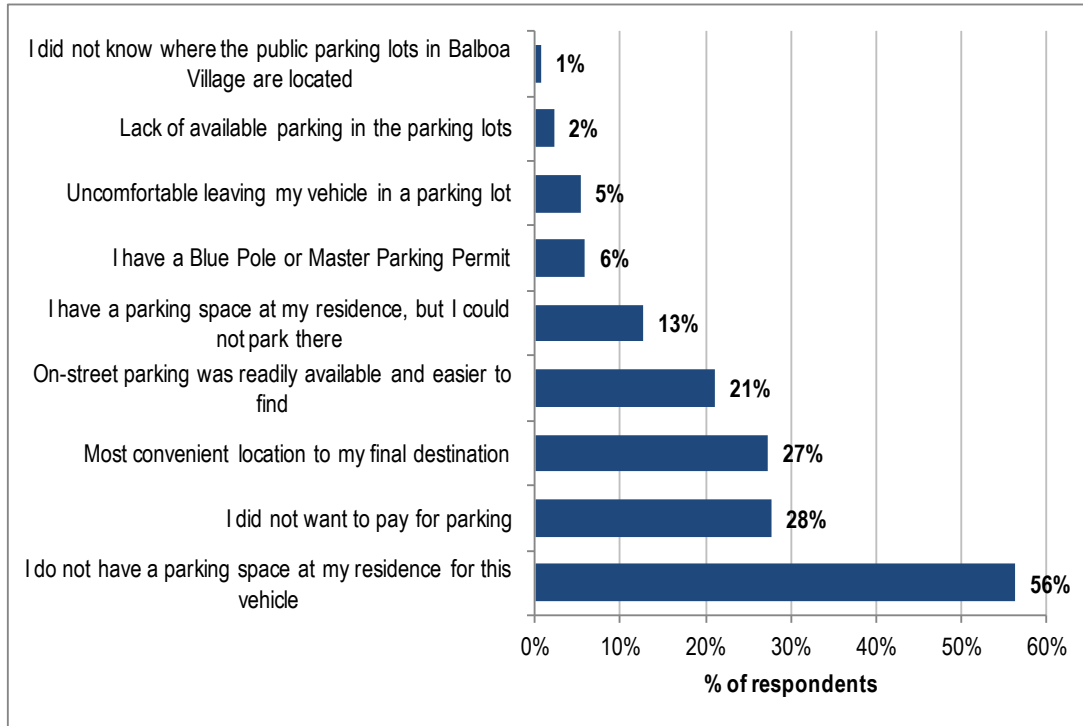


N = 425

Survey respondents were also asked their reasons for parking on-street in Balboa Village. As shown in Figure 23, the majority of respondents (56%) listed not having a parking space at their residence as a reason for doing so, while an additional 28% said they did not want to pay for parking, electing instead to search for a free on-street space. Approximately 27% of respondents mentioned that the on-street space was the most convenient one to their destination, while 21% said the on-street parking was the easiest type of parking to find.

Off-street parking availability and a lack of knowledge of lots do not appear to be major concerns; only 1% and 2% of respondents, respectively, listed those as reasons for parking on-street. A total of 13% of survey respondents said that while they have private parking at their residence, they are unable to do so for various reasons. These reasons could potentially include the use of garages for storage space, or households that own more vehicles than private off-street parking spaces.

Figure 23 Reasons for Parking On-Street, All Respondents



N = 455

Finally, survey respondents were asked if they were aware of the four main off-street facilities in the study area. As shown in Figure 24, the vast majority of respondents are aware of all of the off-street facilities, but still chose to park on-street. Of the facilities, the Balboa Pier lot is the most well known, while the Palm Street Parking Lot, while known by 90% of survey respondents, was the lot that may benefit the most from a wayfinding and/or publicity strategy.

Figure 24 Survey Respondent Awareness of Off-Street Lots (All Respondents)

Lot	Aware of Lot	Not Aware of Lot
Balboa Pier Lot	97%	3%
Peninsula Park Parking Lot	91%	9%
Palm Street Parking Lot	90%	10%
Newport Landing Parking Garage	93%	7%

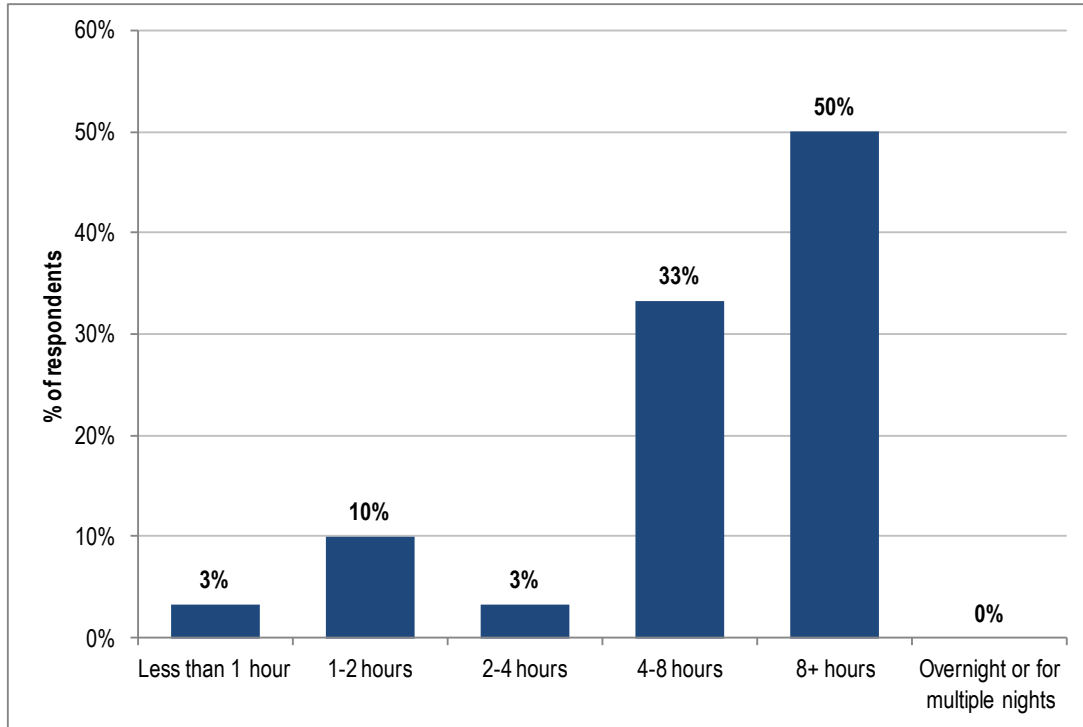
N = 435

Employees

Survey results were also analyzed by respondent type. As mentioned above, almost 8% of survey respondents (a total of 35) identified as employees who work in the Balboa Village area. Of these survey respondents, 75% said they would be willing or may be willing to pay a small annual parking fee if it guaranteed them a convenient off-street parking space.

Employees were also asked how long they parked in the on-street space during the survey day. As shown in Figure 25 and as expected for employees, most employees parked for longer periods of time, with 50% of respondents parked for eight hours or more and 33% parked between four to eight hours.

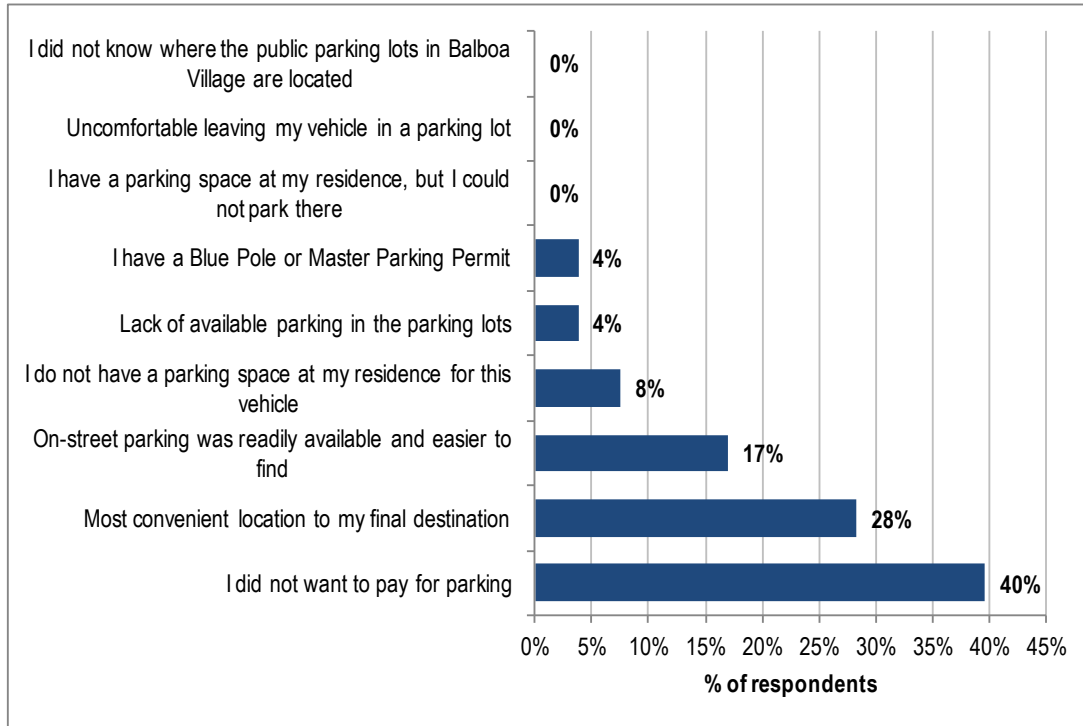
Figure 25 Employee Survey Respondents' Length of Stay



N = 30

When asked their reasons for parking on-street, the highest percentage (40%) of employee survey respondents elected “I did not want to pay for parking” as an answer, as shown in Figure 26. Their on-street space being convenient to a final destination, and on-street parking being readily available and easy to find were also popular answers, selected by 28% and 17% of employee respondents, respectively. No employee respondents elected to park on-street because they are either unaware of or uncomfortable parking in an off-street lot.

Figure 26 Employee Survey Respondents' Reason for Parking On-Street



N = 34

Residents

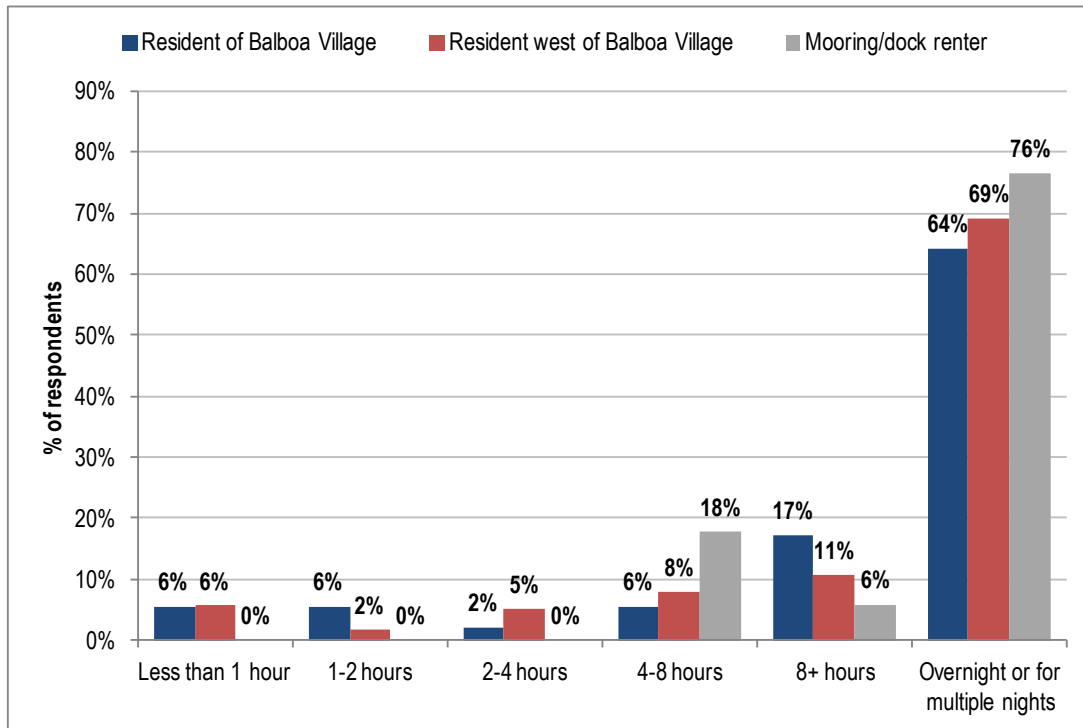
Survey respondents that identified themselves as residents of the area could pick one of three resident categories to further describe their place of residence. These included:

- Resident of Balboa Village
- Resident west of Balboa Village
- Mooring/dock renter³

As shown in Figure 27, most resident survey respondents, regardless of type, stayed parked overnight or for multiple nights during the survey period. Approximately 64% of Balboa Village residents, 69% of residents west of Balboa Village, and 76% or mooring/dock renters parked overnight or for multiple nights.

³ It should be noted that mooring/dock renters are group with residents for the purposes of this survey, even though not all of these individuals live on board their boats.

Figure 27 Resident Survey Respondents' Length of Stay



N = 145 (resident of Balboa); 178 (resident west of Balboa); 17 (mooring/doc renter)

When asked about their reasons for parking on-street, resident responses did vary somewhat by resident type, as shown in Figure 28. Of respondents who identified as residents of Balboa Village, the highest portion (46%) chose not having a parking space at their residence as a reason for parking on-street. Of respondents who identified as residents living west of Balboa Village, the highest portion (46%) chose not having a parking space at their residence as a reason for parking on-street. Mooring/dock renter survey respondents park on-street for its convenience (27%), its ease (23%), and due to a reluctance to pay for parking (20%).

Figure 28 Resident Survey Respondents' Reason for Parking On-Street

Answer	Resident of Balboa Village	Resident west of Balboa Village	Mooring/dock renter
I do not have a parking space at my residence for this vehicle	46%	46%	14%
I have a parking space at my residence, but I could not park there	11%	11%	0%
Most convenient location to my final destination	11%	14%	27%
Lack of available parking in the parking lots	0%	0%	7%
Uncomfortable leaving my vehicle in a parking lot	4%	3%	7%
I did not want to pay for parking	15%	9%	20%
I did not know where the public parking lots in Balboa Village are located	0%	0%	0%
On-street parking was readily available and easier to find	10%	11%	23%
I have a Blue Pole or Master Parking Permit	3%	6%	2%

N = 239 (resident of Balboa); 291 (resident west of Balboa); 44 (mooring/doc renter)

Visitors

Survey respondents that identified themselves as visitors to the area could pick one of four visitor categories to further describe their reason for coming and parking in the area. These included:

- Beach trip
- Catalina Flyer traveler
- Shopping, dining or other
- Other recreation

As shown in Figure 29, visitor length of stay varied by visitor type. Catalina Flyer travelers, as should be expected, all stayed parked either for 8+ hours (11%), or overnight/multiple nights (89%). Those visiting Balboa Village as part of a beach trip exhibited a more varied length of stay distribution, with 41% staying overnight or for multiple nights. Those coming to Balboa Village for a shopping or dining trip typically stayed for much shorter periods of time, with 79% of shopping/dining visitors responding that they stayed parked for less than four hours.

BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 29 Visitor Survey Respondents' Length of Stay

Time Parked	Visitor (beach)	Visitor (Catalina Flyer)	Visitor (shopping, dining, etc.)	Visitor (other)
Less than 1 hour	6%	0%	16%	0%
1-2 hours	18%	0%	21%	20%
2-4 hours	18%	0%	42%	30%
4-8 hours	6%	0%	16%	0%
8+ hours	12%	11%	0%	10%
Overnight or for multiple nights	41%	89%	5%	40%

N = 17 (beach trip); 9 (Catalina Flyer traveler); 19 (shopping/dinning trip); 10 (other recreation)

As shown in Figure 30, beach trip visitors most often cited not wanting to pay for parking (35%), on-street parking being the most convenient to their final destination (29%), and on-street parking being readily available (19%) as their reasons for parking on-street. Conversely, Catalina Flyer travelers seem to be mostly influenced by on-street parking being free of charge, as 56% of Catalina Flyer traveler respondents cite not wanting to pay for parking as their reason for parking off-street. Visitors who came to Balboa Village for shopping and/or dinning parked on-street because of its convenience (43%), it being free of charge (23%), and it being readily available (23%).

Figure 30 Visitor Survey Respondents' Reason for Parking On-Street

Answer	Visitor (beach)	Visitor (Catalina Flyer)	Visitor (shopping, dining, etc.)	Visitor (other)
I do not have a parking space at my residence for this vehicle	10%	0%	0%	0%
I have a parking space at my residence, but I could not park there	3%	0%	0%	0%
Most convenient location to my final destination	29%	19%	43%	30%
Lack of available parking in the parking lots	3%	0%	7%	0%
Uncomfortable leaving my vehicle in a parking lot	0%	0%	0%	10%
I did not want to pay for parking	35%	56%	23%	35%
I did not know where the public parking lots in Balboa Village are located	0%	6%	3%	5%
On-street parking was readily available and easier to find	19%	19%	23%	20%
I have a Blue Pole or Master Parking Permit	0%	0%	0%	0%

N = 31 (beach trip); 16 (Catalina Flyer traveler); 30 (shopping/dinning trip); 20 (other recreation)

Key Findings

The windshield survey effort yielded the following key findings:

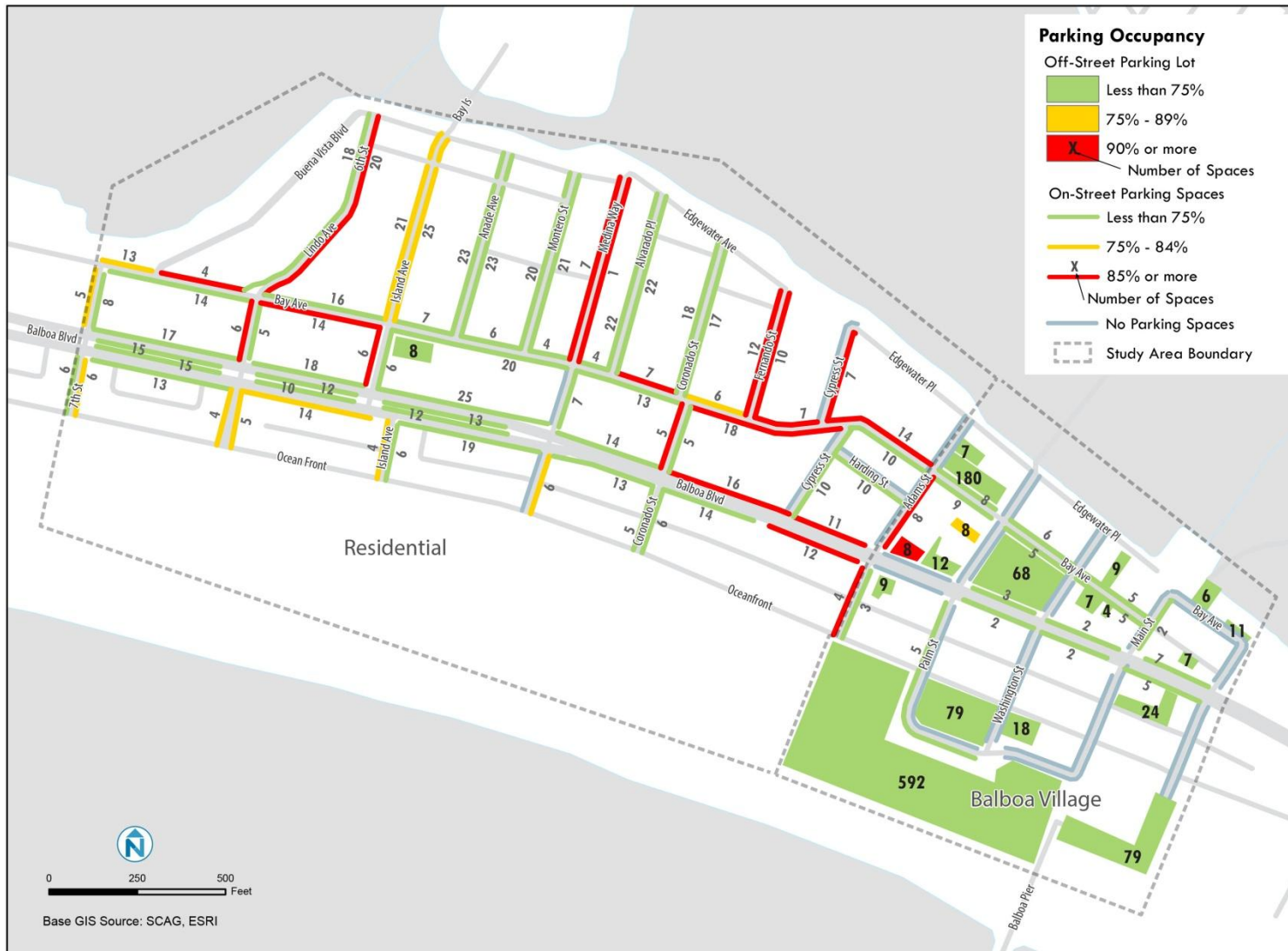
1. **Residents create a significant portion of the parking demand in Balboa Village.** The largest portion of survey responses came from residents who live west of Balboa Village (42%), followed those who reside within Balboa Village itself (34%). Approximately 8% of survey respondents are employees in the area, while the remaining 15% of respondents identified as one of four types of visitor. While it may very well be that residents were more inclined to fill out and return the surveys than visitors and/or employees, it is clear that many residents are parking on-street.
2. **A significant portion of the on-street parking supply in Balboa Village is used for longer term parking.** Most survey respondents were parked on-street overnight or for multiple nights (59%), while 15% reported that they had parked for eight hours. This held true across all respondent types: employees, residents, and visitors (except for visitors coming for shopping/dinning).
3. **Most are aware of the public off-street facilities in Balboa Village, but still choose to park on-street.** Over 90% of survey respondents were away of all public off-street facilities in the area.
4. **The general availability of free on-street parking seems to encourage high levels of on-street demand.** Approximately 28% of survey respondents said they did not want to pay for parking, electing instead to search for a free on-street space. Approximately 27% of respondents mentioned that the on-street space was the most convenient one to their destination, while 21% said the on-street parking was the easiest type of parking to find.
5. **A significant portion of resident survey respondents state that they do not have dedicated off-street parking.** Approximately 46% of residents in Balboa Village and to the west of Balboa Village do not have access to private off-street parking. It is unclear whether that lack of parking is due to physical limits or whether residents are using their garages or driveways for other purposes.
6. **Employees of Balboa Village seem open to the idea of an Employee Permit Program.** A total of 56% of employee survey respondents said they would be willing to pay a small annual parking fee if it guaranteed them a convenient off-street parking space, while 19% said they might be willing and 25% said they would not be willing.
7. **Catalina Flyer Visitors represent the visitor type with the longest length of stay.** All stayed parked either for 8+ hours (11%), or overnight/multiple nights (89%).

APPENDIX A

Parking Occupancy Maps

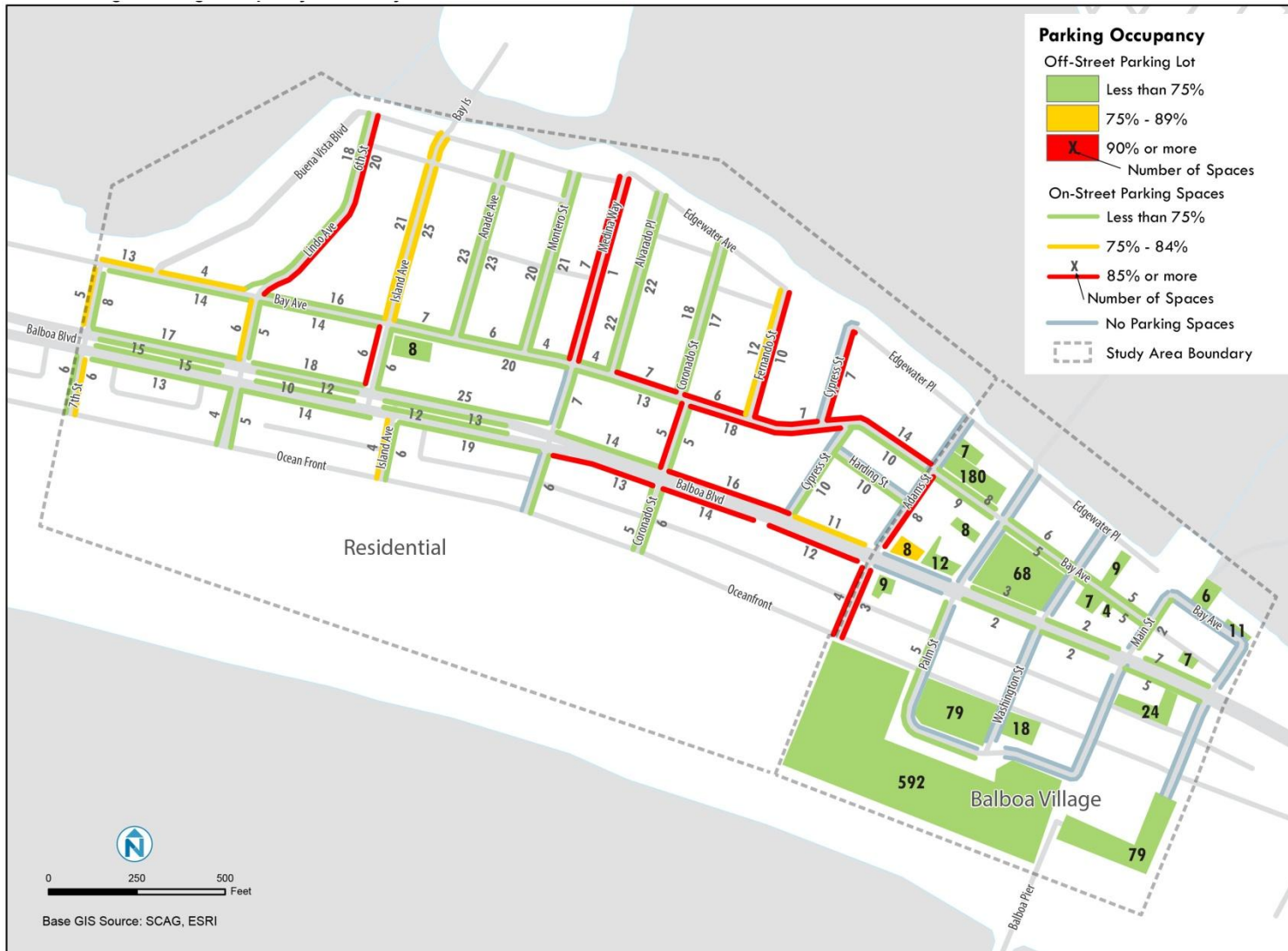
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 31 Study Area Occupancy, Thursday 8 AM to 10 AM



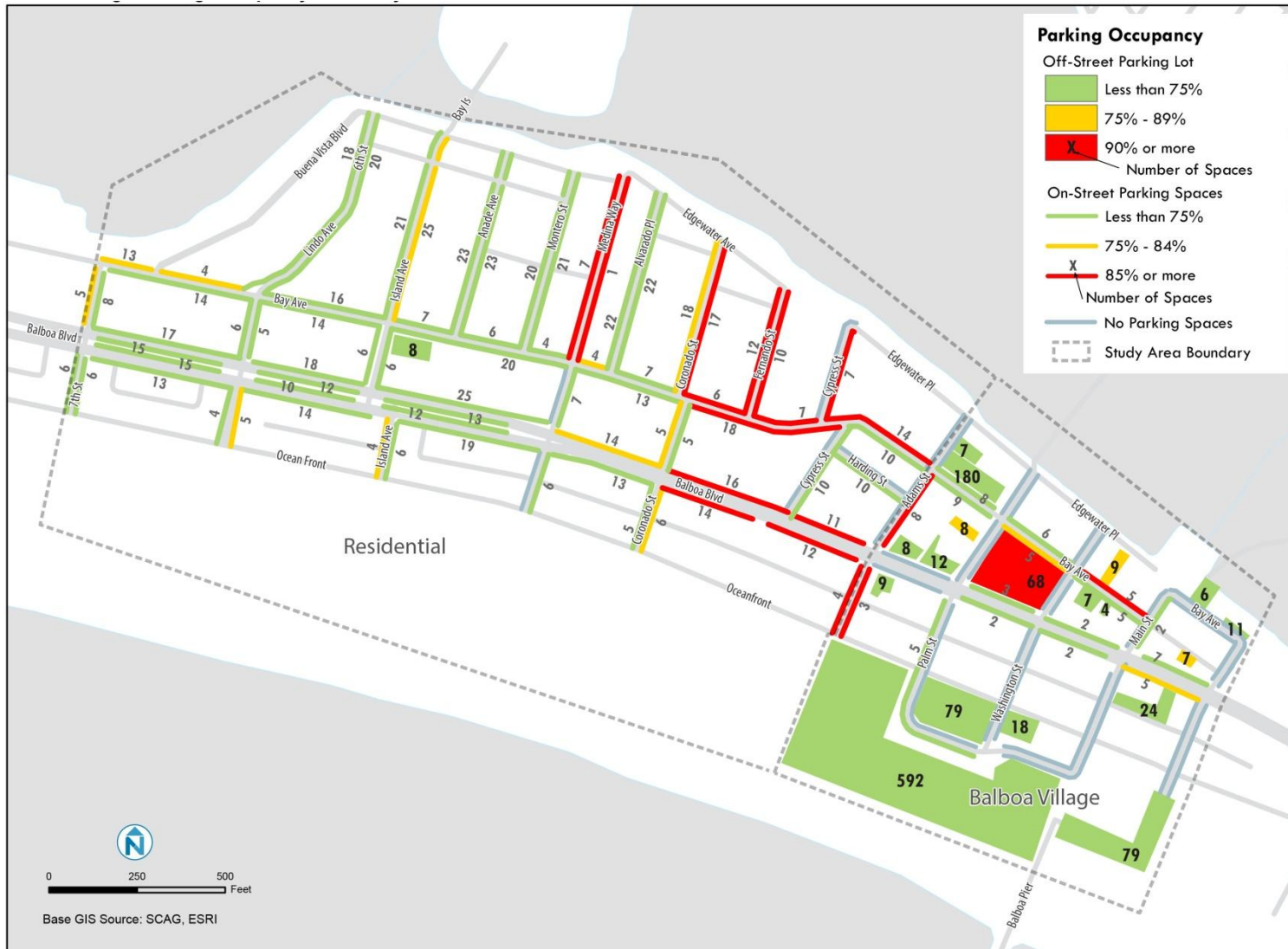
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 32 Study Area Occupancy, Thursday 10 AM to 12 PM



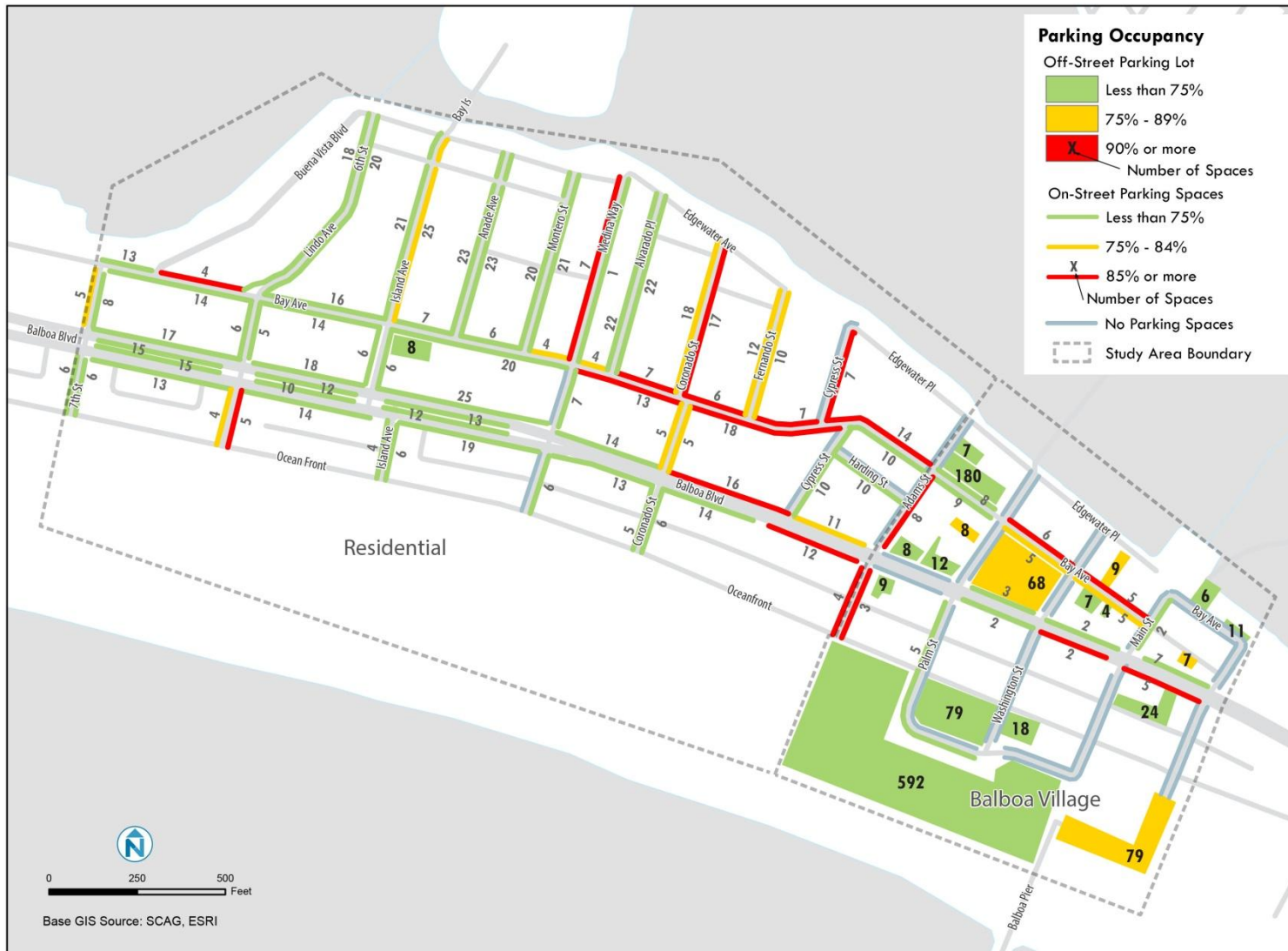
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 33 Study Area Occupancy, Thursday 12 PM to 2 PM



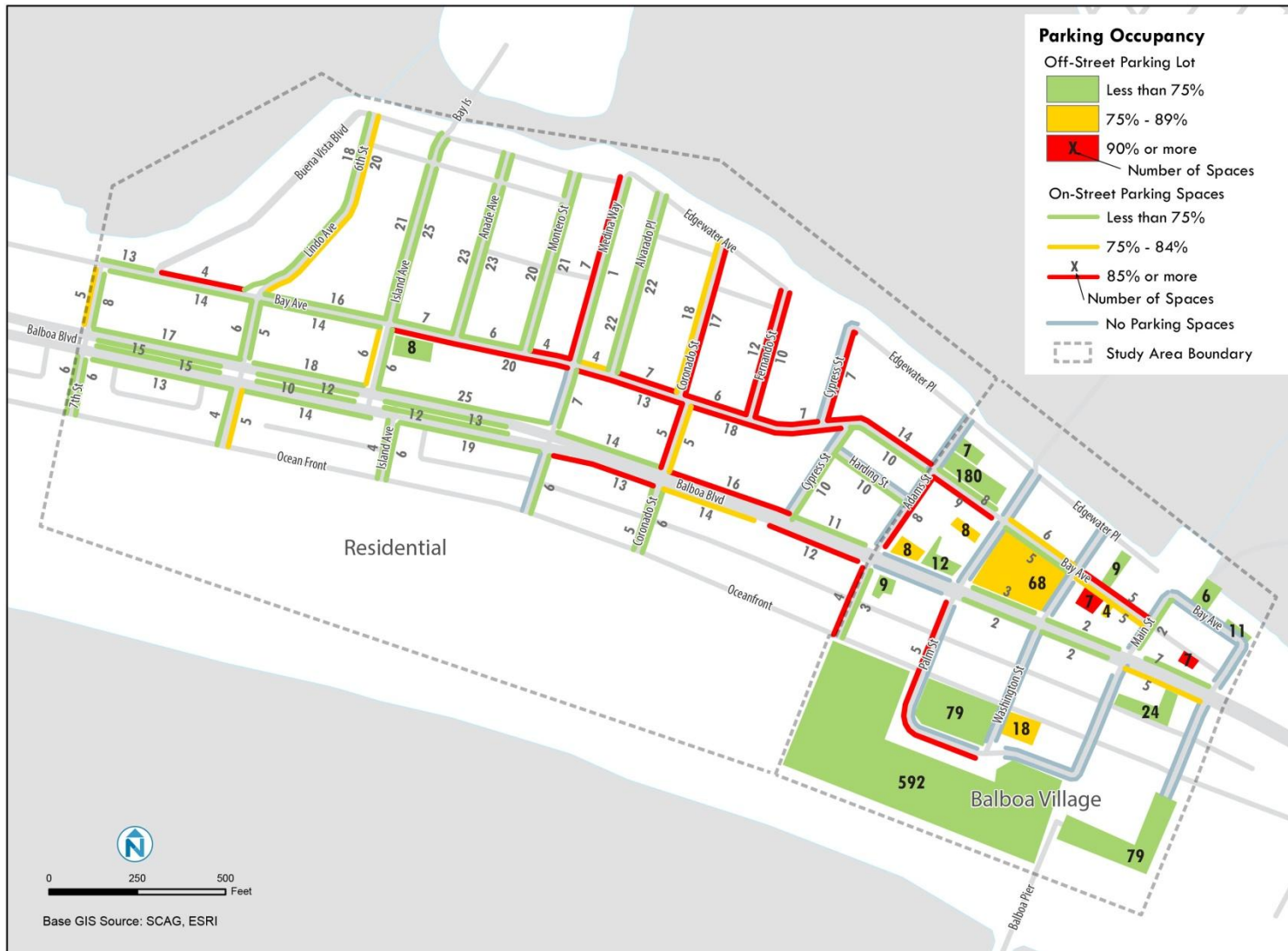
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 34 Study Area Occupancy, Thursday 2 PM to 4 PM



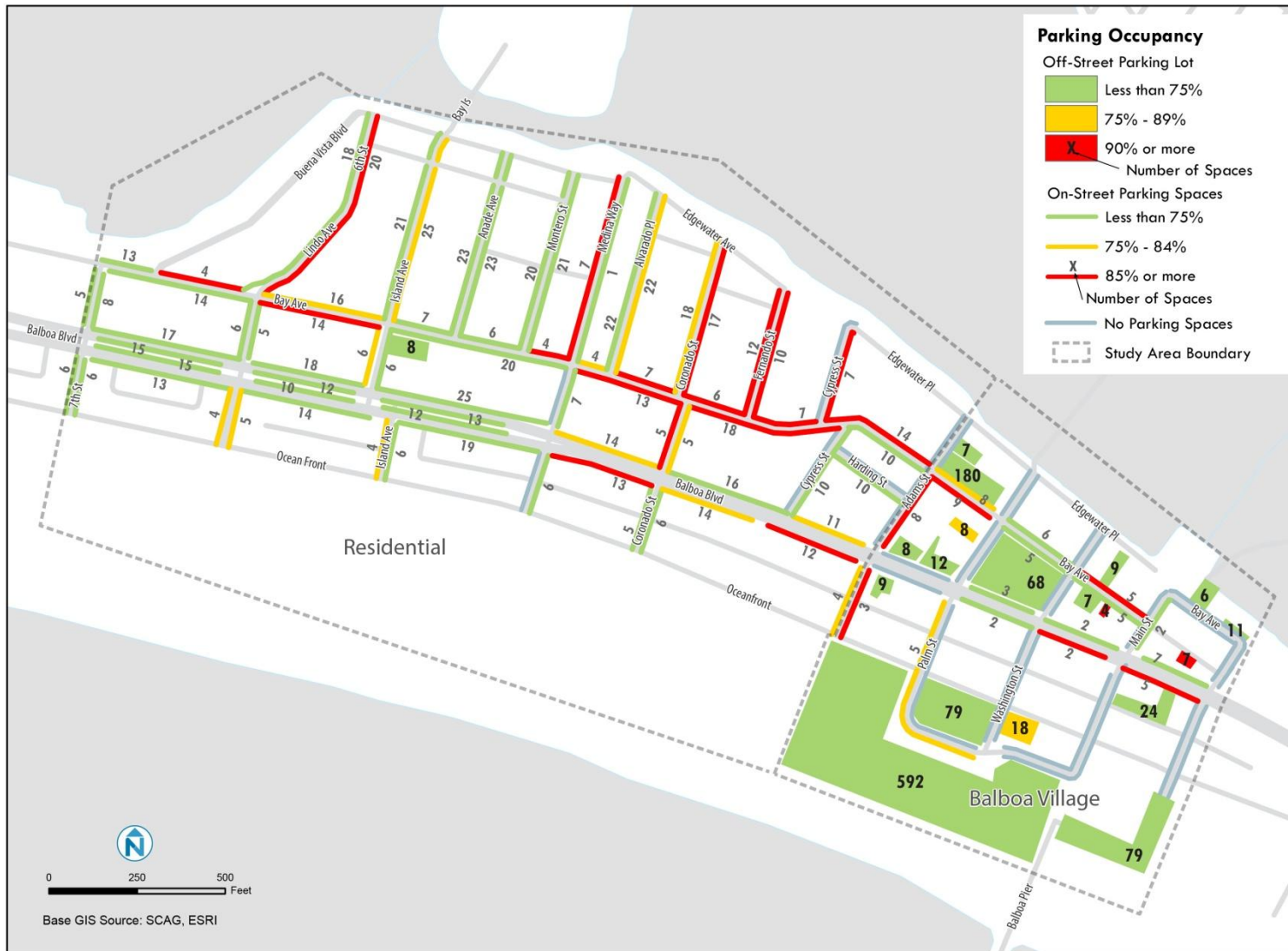
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 35 Study Area Occupancy, Thursday 4 PM to 6 PM



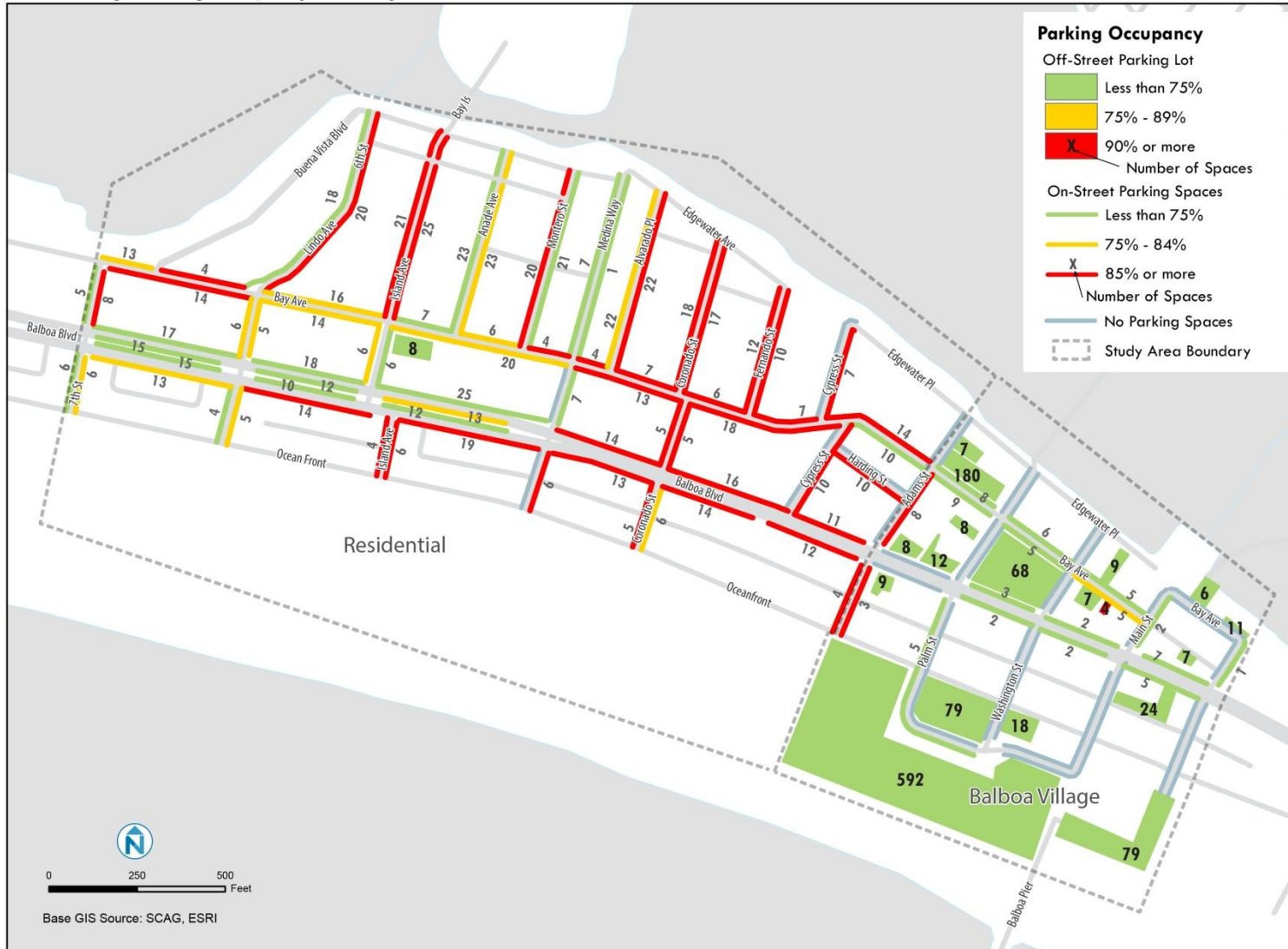
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 36 Study Area Occupancy, Thursday 6 PM to 8 PM



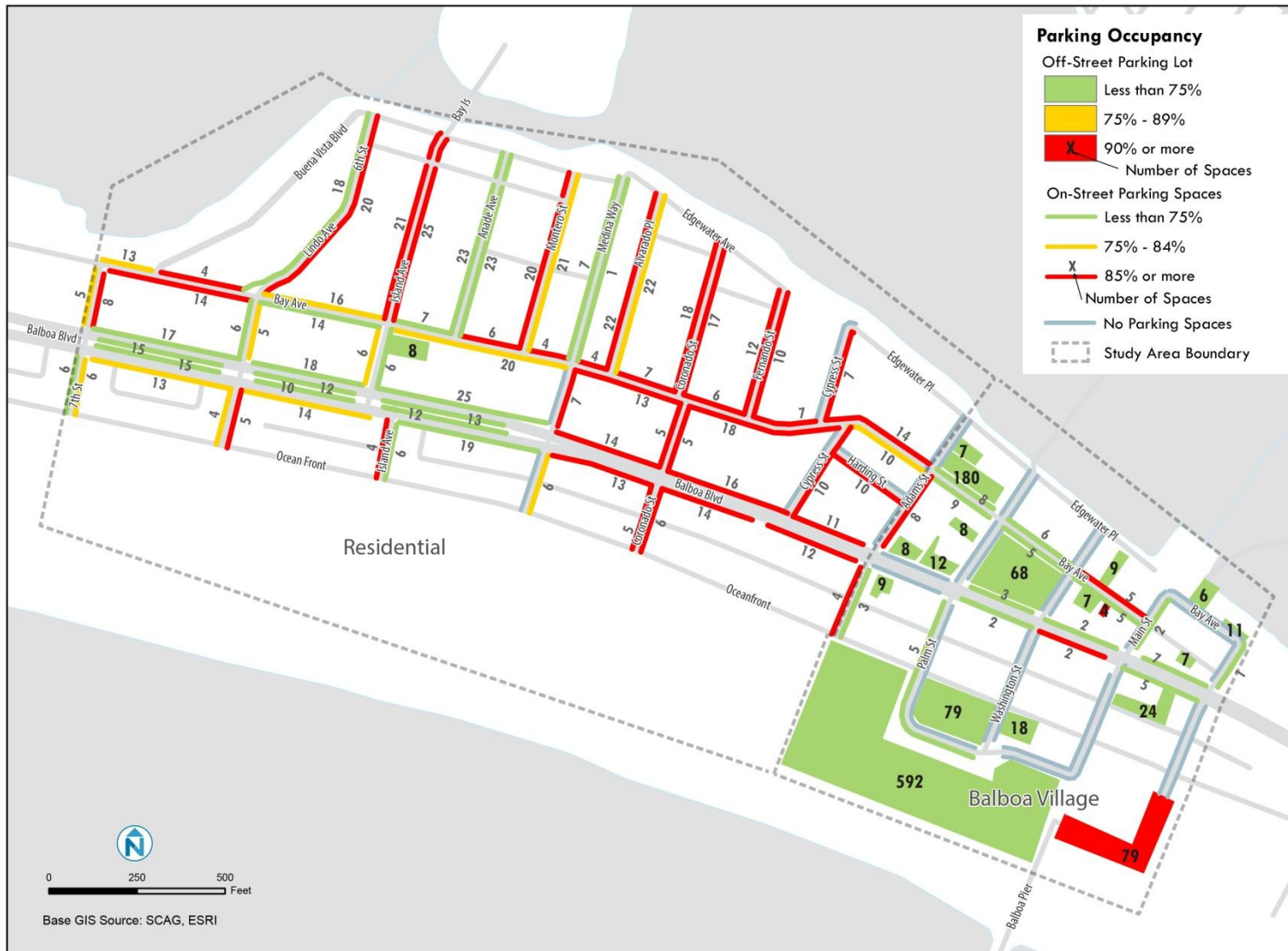
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 37 Study Area Occupancy, Saturday 8 AM to 10 AM



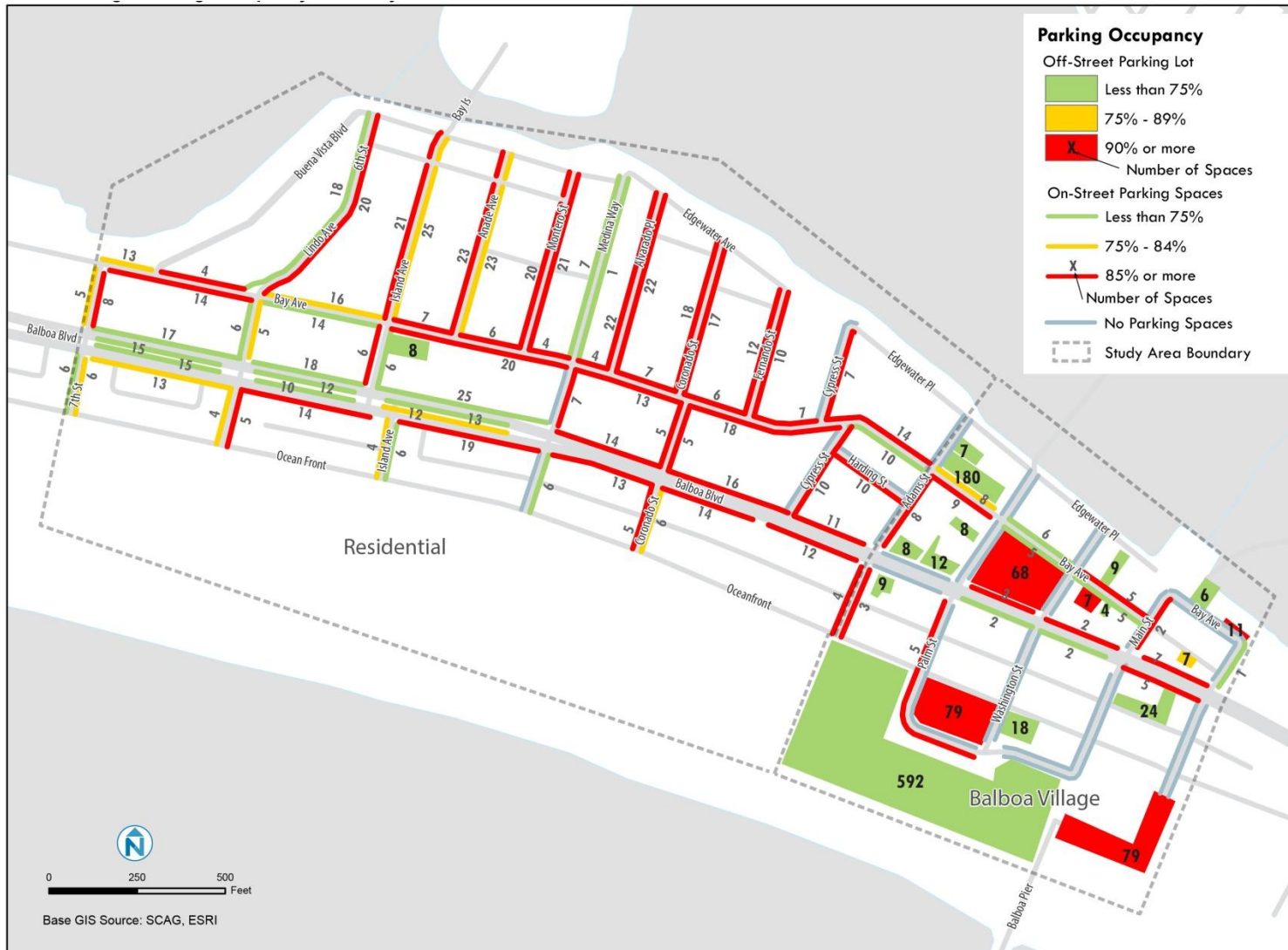
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 38 Study Area Occupancy, Saturday 10 AM to 12 PM



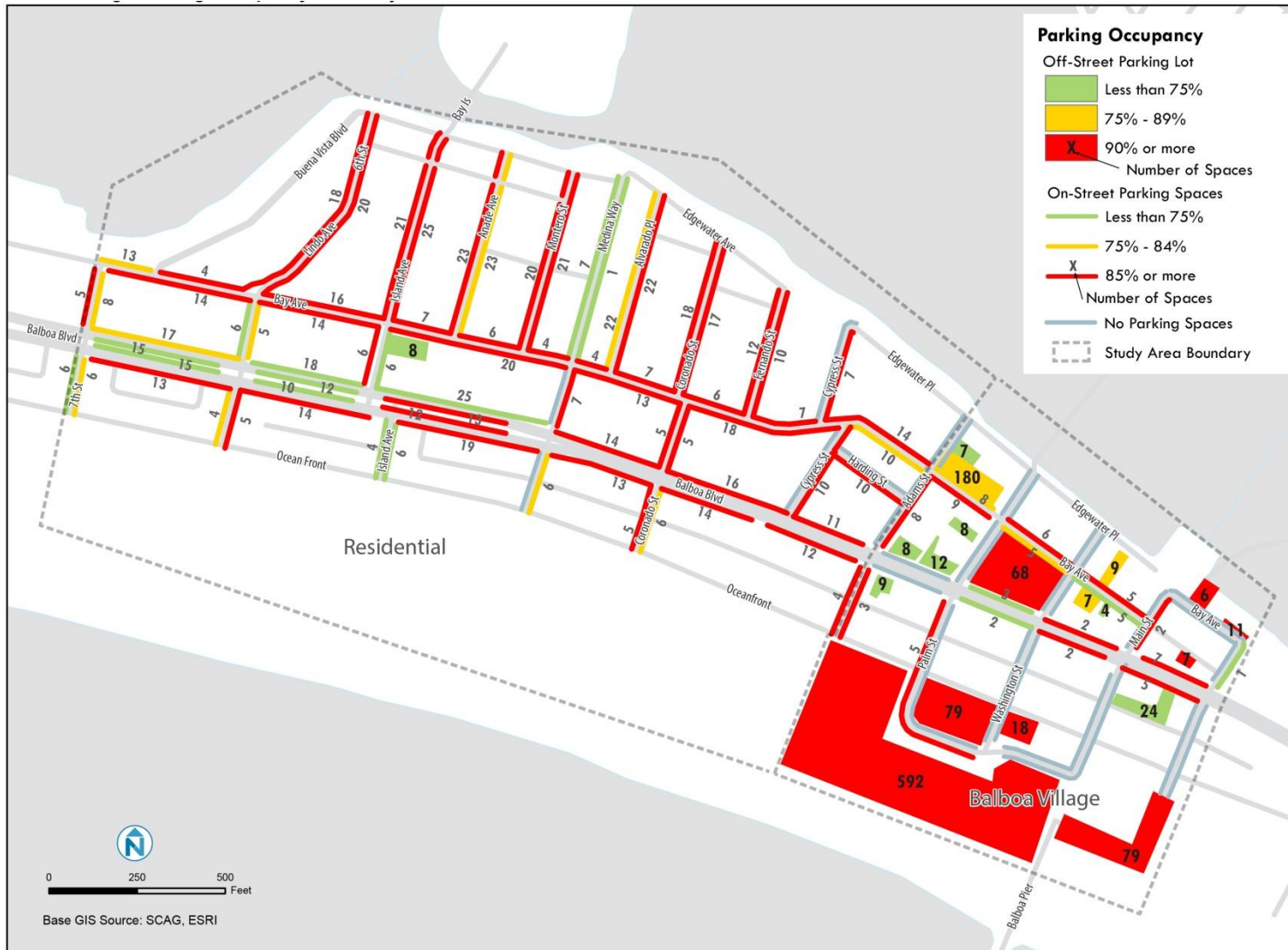
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 39 Study Area Occupancy, Saturday 12 PM to 2 PM



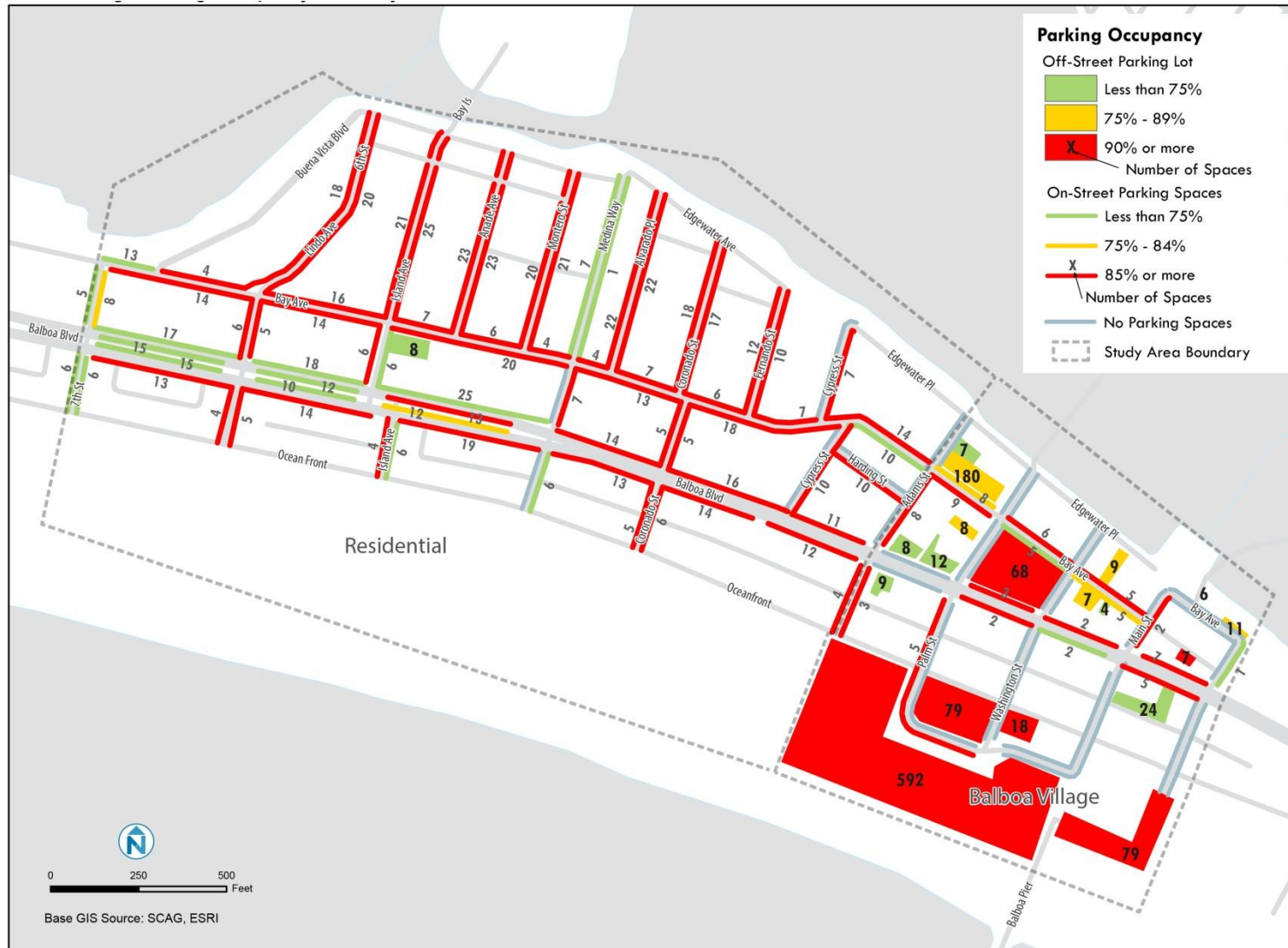
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 40 Study Area Occupancy, Saturday 2 PM to 4 PM



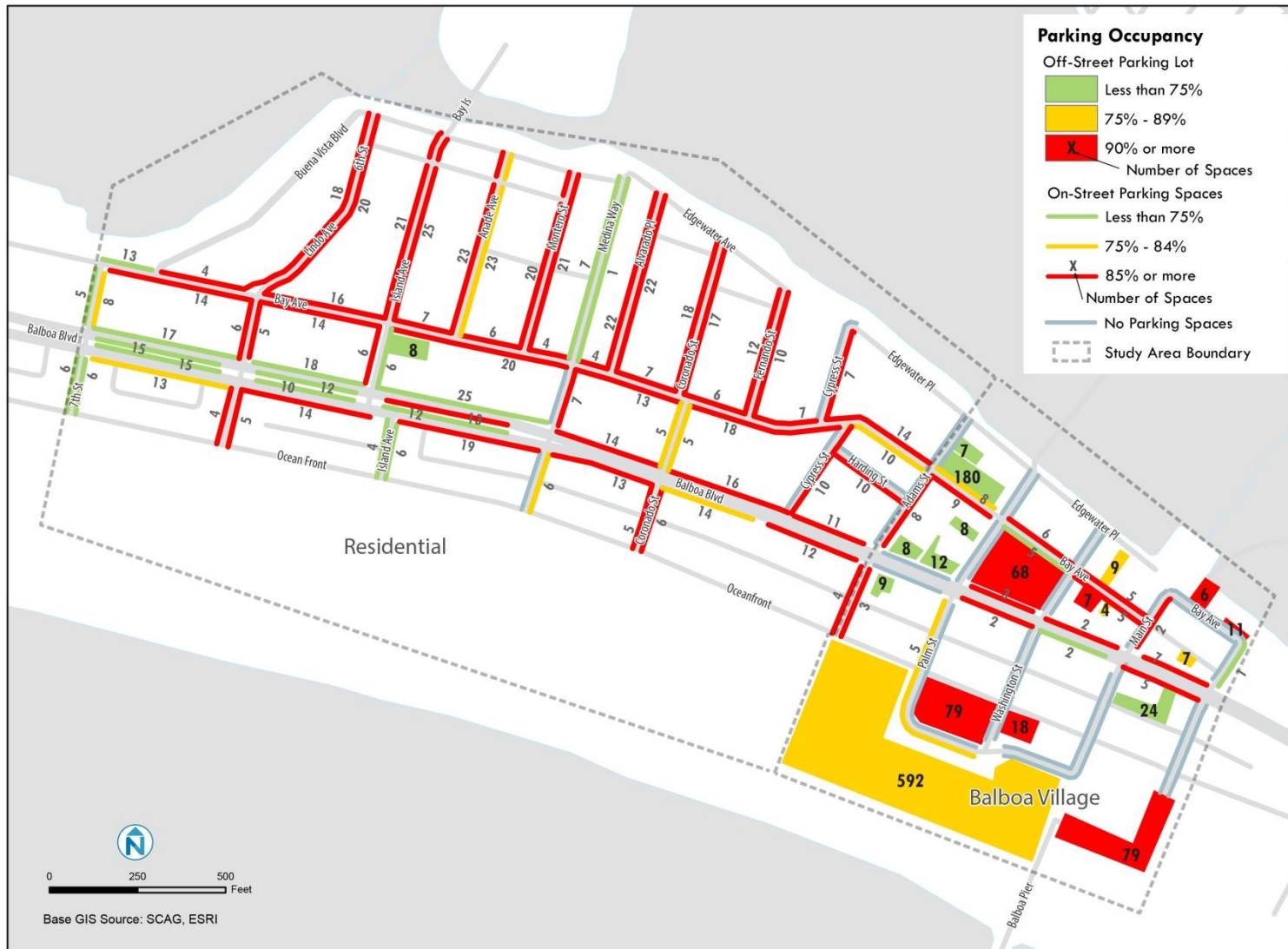
BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 41 Study Area Occupancy, Saturday 4 PM to 6 PM



BALBOA VILLAGE PARKING IMPLEMENTATION PLAN – PARKING SURVEY
City of Newport Beach

Figure 42 Study Area Occupancy, Saturday 6 PM to 8 PM



Attachment 5

Written Correspondence

Nueno, Fern

Subject: FW: parking

From: Glennon Gray [<mailto:glennon@euclidmanagement.com>]

Sent: Monday, April 01, 2013 5:40 PM

To: Wisneski, Brenda

Subject: parking

Ms. Wisneski:

This is in response to the blue cards placed on car. I live at 407 E Balboa.

My comment is why not treat the cause instead of treating the symptom. Require that each passenger on the Catalina Express or a commercial fishing boat purchase a parking spot at one of the local public parking lots as part of their ticket. I am a jogger and can attest to the long line, early in the morning, for the boats. All of these passengers utilized the prime parking spots because they arrive around 7pm.

Why target the residents? Not sure a survey placed on cars parked in the street is the right sample for the neighborhood.

The problem with the survey addressed to residents is that it did not deal with guests. I have a two car garage which we utilize. We also have three daughter, two of which drive (one away at college). During the winter and most summer days parking is available. If you are willing to wait until 5pm they are plentiful. My concern is guests. I understand I may be able to purchase additional parking passes but if I have guests down, over 2, they will not be able to park. I will be the one that pays the parking price, not the abusers.

Also, the house across the street from me appears to be about 1500 square feet and is divided between six apartments. If each of them going to be able to purchase the maximum parking passes? That would be close to 30 parking passes for one 1500 square foot building.

Thanks for listening.

Glennon

Euclid Management Company

Glennon Gray
President

195 N. Euclid Ave
Upland, Ca 91786

tel: 909.981.4131

www.euclidmanagement.com

fax: 909.981.7631

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To: Ms. Brenda Wisneski

Tuesday, April 2nd, 2013

Planning Division

City of Newport Beach,

P.O. Box 2768

Newport Beach, CA 92658-8915

RECEIVED BY
COMMUNITY

APR 10 2013

DEVELOPMENT
CITY OF NEWPORT BEACH

Dear Ms. Wisneski:

I have been a Balboa Peninsula resident for many years and a property owner for over 35 years. I am returning the additional cards that were put on my car with a prepaid postage to show you that I am disturbed by the waste of funds these generated. When the majority of my neighbors discovered that the City of Newport Beach was hoping to put into effect a parking permit that would cost those of us who live here and already pay rather high taxes, we felt that it was a very disturbing and complex issue. Many residents have homes that do not have garages since they are older residences and the fact that we already have in effect a Monday/Tuesday side of the street mandated parking for street cleaning, and also the unusual (and ONLY) street on the peninsula with 32 additional homes at the end of Island Avenue with many of those residents who prefer to park on our street rather than use their own parking garage which has 2 spaces per home at the end of our street. Not only would we be the only area "penalized" by having to pay for parking on our own streets identified as from 7th Street to Palm Street rather than assessing the entire peninsula. Our area is the only one which has multiple public parking lots as compared to other areas of the peninsula which do not. The other item which alarmed many of my neighbors and myself was the timing when these violations would occur, from 4 PM until 8 AM which is when the majority of individuals who are visiting our peninsula area for our beaches and other attractions have already left, so the people who would be most affected would be us, the property owners who are home. Not only does that present a problem, but if any property owners wanted to have guests, we would be required to buy additional permits (maximum number of 4) and then be available to give them to our guests so that they would be "allowed" to park on our streets. I find myself wondering if all of Newport Beach would allow this to be in effect? If you live in Newport Beach, would you want to pay to park on one of your residential streets? It is a disturbing and absolutely preposterous solution to our parking problems on the peninsula **and** would essentially affect only those of us property owners on these specific streets.

If this proposal SHOULD ever go into effect, the only "fair and equitable" idea would be to totally make **ALL** of Newport Beach become permit parking and my assumption would be that you would see an alarming lack of tourists visiting our area which would result in diminished revenue which seems to be the sole reason for this rather foolish solution.

My particular street deals daily with additional people who actually own garage space and still persist in parking on our street. To penalize us by requiring us to buy permits to park on our own streets will result in very angry property owners . .

Sincerely Yours,

Michele Silver Address: 103 E. Edgewater Avenue, Newport Beach, CA 92661 e-mail:
Michelesilver@roadrunner.com